

THIS ISSUE—"1921 WILL SEE REVOLUTION IN AUTOMOBILE SALES METHODS"



# EDITOR & PUBLISHER



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NEW YORK, SATURDAY, JANUARY 15, 1921

By Mail in Advance \$4, U. S. A.; \$4.50, Can.; \$5, For. 10c. Per Copy

## The Business Stabilizer

A year or two ago the manufacturer was swamped with business.

Today his orders are being canceled, his prices are dropping, his mills—in many cases—shutting down.

What is the trouble? Uncertainty. Unsteady markets. Lack of confidence on the part of buyers. Lack of courage in the man who sells.

Business is shaky. But business can be made good. Business can *always* be good when it is gone after in the right way.

It needs courage. And Confidence. And vision. It needs, above all else, the great business stabilizer—

Advertising.

Advertising that restores public confidence. Advertising that creates demand, increases production, and keeps the wheels humming. Advertising that steadies markets. Advertising that *stabilizes*.

For the past few years advertising has often been used as a spectacular plaything. Today it is a grim necessity. The time to splurge has passed. The time to use it sanely, steadily, consistently, has come.

Advertise. But advertise wisely—where expense is minimized; where business can be developed to the highest point of activity.

Where can that development be more effective than in the great Chicago Market where one newspaper, through its 400,000 circulation, creates a field for advertisers of over 1,200,000 possible buyers?

## THE DAILY NEWS

First in Chicago

# THE RIGHT MARKET IS Pennsylvania

## TO GIVE INTENSIVE CULTIVATION THROUGH DAILY NEWSPAPERS

Merchandise of all kinds is in demand. Working people are putting their wealth into better clothes, better homes, better furniture.

Pennsylvania is a largely urban, busy state, with 8,720,017 people who look to their newspapers for their wants from baby carriages to breakfast foods.

Dotted closely over the state are thriving cities and towns—each one potentially a profitable distributing point for your product—each a market center for a hustling community, with railroads and trolley lines “spider webbing” in every direction. Density of population and diversity of needs makes Pennsylvania an ideal market for the alert advertiser.

Mr. Advertiser, get after this territory. It is mighty worth while.

	Circu- lation	2,500 Lines	10,000 Lines		Circu- lation	2,500 Lines	10,000 Lines
*Allentown Call (M) Item.....(E)	31,255	.10	.10	Lebanon Daily News.....(E)	8,511	.035	.035
*Altoona Mirror.....(E)	22,530	.06	.06	New Castle News.....(E)	12,349	.0357	.0357
Altoona Times Tribune.....(M)	15,049	.05	.05	Oil City Derrick.....(M)	6,467	.04	.035
Beaver Falls Tribune.....(E)	5,413	.025	.025	Philadelphia Record.....(M)	109,573	.25	.25
Bethlehem Globe.....(E)	7,295	.04	.04	Philadelphia Record.....(S)	117,132	.25	.25
*Chester Times and Republican (M&E)	15,216	.065	.05	*Pittsburgh Dispatch.....(M)	56,178	.17	.15
Coatesville Record.....(E)	5,267	.021	.021	*Pittsburgh Dispatch.....(S)	70,382	.22	.18
Connellsville Courier.....(E)	5,182	.0179	.0179	Pottsville Republican.....(E)	11,357	.055	.045
*Easton Express.....(E)	11,556	.04	.04	Scranton Republican.....(M)	31,153	.12	.10
Easton Free Press.....(E)	13,648	.05	.05	Scranton Times.....(E)	34,001	.12	.10
Erie Dispatch (M) Herald (E) (M&E)	17,667	.065	.065	††Sharon Telegraph.....(E)	5,554	.03	.03
Erie Dispatch-Herald.....(S)	12,518	.07	.07	Warren Mirror.....(E)	3,211	.0179	.0179
Franklin News-Herald.....(E)	6,650	.045	.04	*Washington Observer & Reporter.....(M&E)	14,959	.06	.05
*Harrisburg Telegraph.....(E)	32,558	.095	.095	West Chester Daily Local News... (E)	12,264	.03	.03
Johnstown Democrat.....(M)	10,990	.0425	.0425	Wilkes-Barre Times-Leader.....(E)	18,037	.05	.05
*Lancaster Intelligencer and News- Journal.....(M&E)	26,266	.10	.10	York Gazette & Daily.....(M)	15,014	.045	.045

Government Statements, October 1st, 1920.

\*A. B. C. Publisher's Statement, October 1st, 1920.

††Government Statements, April 1st, 1920.

\*\*A. B. C. Report, April 1st, 1920.

# *A Resolution!*

**Make  
1921  
a year  
of**



**Achievement  
for your newspaper**

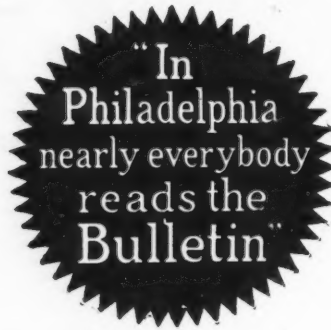
**As a start  
Order  Today**

*write or wire -*

**Newspaper Enterprise Association**  
*(A Service - Not A Syndicate)*  
**Cleveland, O.**



City  
Population  
1,823,779



Separate  
Dwellings  
390,000

Metropolitan Population: 3,000,000

# National Advertising in Philadelphia

These three things expressed in your advertisements will bring you sales:

- 1.—What are you selling?
- 2.—How much is it?
- 3.—Where can it be bought?

One of the beauties about advertising in the Philadelphia Bulletin is that it so thoroughly meets the sales requirements of national advertisers.

## Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

# The Bulletin

The paid average circulation for the year 1920,

**488,687** copies  
a day

No prize, premium, voting coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.





# EDITOR & PUBLISHER



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Vol. 53

NEW YORK, SATURDAY, JANUARY 15, 1921

No. 33

## REVOLUTION IN AUTO SALES METHODS AT HAND

### Manufacturers and Dealers Must Now Sell Cars Competitively—Much More Newspaper Space Will Be Used, But It, Too, Must Be Sold on Merit

By JAMES T. SULLIVAN

NEWSPAPER publishers who believed that the bottom had dropped out of the automobile advertising for 1921 will be surprised, and agreeably so, when they figure up their totals next December, because the makers of motor cars, trucks and accessories and the men who sell them have awakened to the fact that they must get quick results from now on. The day of selling motor products like a postmaster sold stamps has passed. We are entering an era of salesmanship and competitive selling. That means getting quick results. Quick results are achieved by newspaper advertising, and motor officials are beginning to see it in that light, so that 1921 will be a newspaper advertising year, and not so much a magazine year as in the past.

#### Bulk for Newspapers

Also it should be borne in mind that when some of these advertising men refer to magazines they include the trade papers that reach the dealers. Therefore, to be accurate, the newspapers will carry the bulk of the advertising and the trade papers reaching the dealers will carry more, while the general magazines, as a class, will carry less.

If the motor industry spent at least \$100,000,000 in 1920 for advertising, is it going to spend that much in 1921? Yes. But instead of the newspapers getting, say, perhaps 50 per cent, to put it high, and the magazines the rest, in 1921 it looks now as if the papers will get the larger share, according to general opinion of men in touch with the industry, because the competitive salesmanship era has arrived and must be emphasized through newspapers. Just how much greater the proportion will be must depend upon the salesmanship of the motor organizations from the high executives to the small dealer, for the myriad Aladdin lamps in the industry have been lost—extinguished.

#### \$100,000,000 Last Year

Take the 10 larger cities—by that, cities whose population according to the census a few years ago, not the official figures, passed 500,000. They are Boston, Baltimore, Brooklyn, Chicago, Cleveland, Detroit, New York, Philadelphia, Los Angeles, St. Louis. If an average were struck on motor advertising it would reach at least \$1,000,000 for each city last year. Take 10 more like San Francisco, Milwaukee, Atlanta, Jacksonville, Indianapolis, Minneapolis, Washington, Seattle, Kansas City and Portland, Ore., close to the 500,000 mark, possibly over it now. There certainly was 50 per cent of the total in the first 10 spent in the second group. That is a total of \$15,000,000.

There are some 150 other cities large enough to be classed as worth mentioning among popular places. Give them

EDITORIAL NOTE.—Mr. Sullivan, who is automobile editor of the Boston Globe, is known nationally in automobile circles. He was one of the pioneers in his special branch of newspaper work and for years has been in intimate touch with the motor industry and closely associated with its development. His observations in this article, written exclusively for EDITOR & PUBLISHER, are based on actual conditions at this week's National Automobile Show in New York City, which advertising managers of automobile concerns and of newspapers look upon as the key to the 1921 business situation.

a minimum of \$50,000 each and the total now is \$22,750,000. This refers practically to display. Add \$7,500,000 for a maximum to include classified and it is about \$30,000,000. With the big volume in magazine and trade and farm periodicals the \$100,000,000 is not overdone.

Therefore, if the papers got \$30,000,000 last year they are more likely to get at least a 50 per cent increase next year, which would be a total of \$45,000,000. That is a flat minimum when one considers that increased rates will mean more; that they will not have to carry as much lineage and publicity; therefore the net results will be much better. It

is not imaginative. Here is an analysis of conditions as they prevailed last year, and what the future has in store for the industry.

In the Spring of 1920 the people were fed up on the shortage of cars and the need of getting orders in early. The public believed it because they read it in the newspapers. And they found that the newspapers told the truth. Therefore the dealers had to fight to get enough cars, and many buyers waited and waited for their machines.

It did not require much of a selling organization. There was time to play golf and go on week-end trips. This

continued throughout the Summer. Then there was a let-up in the Fall. It was somewhat surprising to dealers and manufacturers. There was not an absolute end to buying, but compared to the big volume of Spring and Summer sales it was like a drop in temperature suddenly—not really cold weather, but it felt cold.

The makers continued producing. The big distributors kept receiving their allotments. Then the banks began to tighten on credits. Beginning at the bottom the small dealer in the country town who accepted a used car in trade from his neighbor and took time payments, with perhaps a horse, or a cow or a piece of land for security, found himself in a snarl. His bank refused to finance his motor buying. And he had to send the cars back to the distributor. The distributor had paid for them. His credit was good, but not elastic enough to cover all his dealers. So the makers began to hear from the distributors.

#### The Only Answer

There was only one answer—curtailed production. The cars on hand had to be absorbed. Prices began to come down in some factories. Some newspapers, who had fed the dealers on publicity plentifully, thought the right thing to do was spread eagle the price cuts, and this hurt all the dealers and the industry generally, as it put the buyers in a mood to hold off. Then the buyers went shopping and they made some trades advantageous to themselves, but not to the dealers.

Plans that the advertising managers had made last Fall for newspaper and magazine advertising for 1921 had to be revised because the big chiefs ordered curtailment all along the line. Bankers who had poured in their money to motor concerns began to do a little investigating, asking questions about expenditures, among other things advertising.

#### 1920 Was Biggest Year

Dealers who were on a 50-50 basis said they would do no more advertising for the present. And December began to show a falling off in newspapers throughout the country. Advertising plans for 1921 are up in the air now.

Yet 1920 was a big advertising year for the papers from a motor standpoint. Newspaper men from some of the big cities at the New York show say that they showed a gain that would average something like 15 to 20 per cent for a general average spread everywhere. That may not sound large until it is analyzed. When one realizes that there was no big Goodyear schedule of some 20 pages or so; big lineage from Firestone; some other tire accessory makers who planned or had started campaigns stopped them, it left a big hole. Nevertheless this was made up by a steady

## NEWSPAPERS MADE PINCH-HIT OF OPTIMISM FOR AUTOMOBILE INDUSTRY

By STEVE HANNIGAN

Advertising Manager, Stutz Motor Car Company of America, Inc.

NEWSPAPERS played a great part in the wonderful success of the National Automobile Show held at Grand Central Palace, New York, this week. They spread the optimism so essential to combat the pessimism that has been filtering through the automotive industry for sometime.

Advertising and publicity was indeed a grand feature of the show from the standpoint of newspaper men. For the first time in the history of the show real selling appeal was prominent.

It doesn't seem possible that there can be today a single person who read the newspapers during the show or who attended the show and read any of the numerous advertisements who does not feel that the automobile is truly a necessity. There may have been some who swung their way into Grand Central Palace at the opening of the New York automobile show who expected to view the last remains of a much-talked-about industry. If they did, they were converted long before the show had even hit its stride.

Trade forecasters and prophets waited patiently for the opening of the automobile show. When the sales slumped along with all other commodities, there was a whirl of pessimism filtering through the arteries of the automobile world. Manufacturers marked time with a weather eye on the future.

There were some eighty-nine automobile manufacturers displaying their wares at the show along with nearly two hundred accessory manufacturers. The displays filled four floors of the Grand Central Palace. The Palace was swarmed with anxious crowds from the opening of the doors Saturday afternoon. What seemed to impress the exhibitors most favorably was that the crowds were really interested in the cars, and this, according to the dealers, means that the buying public has again entered the market.

As an advance agent of prosperity to the motor car industry, the show is fully proving its worth. Already the number of prospects listed with dealers means that there will be few idle moments along automobile row between now and next Spring. Sales are made on the floor with the regularity that caused some of the old-time salesmen to gasp at the absolute turn in conditions.

Even the casual observer of the show cannot help but notice the reduction in the number of limousines and town cars as compared with the displays of other years. Newspapers came to bat in the pinch and as usual knocked the pellet for a home run. In this instance the pellet was optimism. Newspapers were pinch-hitting for the automotive industry.

increase in motor car and truck makers. Take the New York show issues. The manufacturers came to New York at a time when their factories were closed or running on part time. But most of them saw it was necessary to advertise. They did. But not so extensively as last year. The New York papers carried about 30 per cent of the lineage that they did a year ago. There is this factor to consider, however. A year ago New York had a National Truck Show. There were some large truck advertisements. Therefore, while the papers carried but some 30 per cent of last year's total, eliminating a National Truck Show this year, the comparison must be made on the passenger figures, and there were said to be about 50 per cent of the 1920 totals.

**A Very Healthy Sign**

In the face of all the troubles of the makers this was very good; in fact, a real healthy sign for the newspapers. When the show is over the makers will go back and begin to check up results. Here is what they will find. First, a lot of distributors feeling very well disposed toward 1921 business because many sub-dealers were here and they feel people will buy cars again. Expenses for the New York Show were very much less than any other year. The factory organizations brought to New York were smaller. There were fewer big dinner parties running into the thousands with the factory paying all the costs. There were intensive talks—heart-to-heart talks between factory men and dealers—so that all might get the real perspective, in fact more accomplished at less cost than before.

As a result everyone seems to now have his feet on the ground; to have dropped from the clouds, and to have determined to get down to business; to merchandise motor cars and other supplies like other commodities. And the big men in the industry are glad that they have reached such a stage, for the other was unhealthy.

From this time on it is the newspapers that will benefit. The manufacturers have learned the lesson that they must get quick results. The advertising managers know that the quick results come from the newspapers. The distributors know that the people in their home places read the papers, and the sub-dealers have known it a long time. In the newspapers the advertising carries the name, the street number and the telephone number of the dealer. The readers know where to go to get the facts about the car. They know their neighbors who have cars and talk about them.

**Must Get to Buyers Quickly**

The makers must get to the buyers quickly through their dealers to keep their factories going. The factories are opening up and production is beginning to get under way, not normal to be sure, but producing something. It is said by some of the men in the industry that there are something like 140,000 cars in warehouses throughout the country today. When Spring comes that number will be absorbed quickly, even though it sounds large. Then the buying will take care of the production as it comes along.

People are buying cars now. They seem to have reached the conclusion that the end of price cutting is here; that one might as well buy now if they need a car; and it is a well-known fact that a motor car is one of the first things a person gets when he has some money, and the last thing he disposes of when he is going broke.

With these facts in mind the men handling the advertising of big compa-

nies, in a number of instances, say that in 1921 they will curtail the total of magazine advertisements and increase the lineage in the newspapers. With big production and plenty of contracts ahead to insure steady production it was felt that national advertising was necessary to give their product prestige. They felt it carried the message of the car and truck to many places that led to inquiries and sales. They do not say that it is going to be cut off entirely. But they do say that they must work in closer cooperation with the distributor and dealer, which means carrying the message home to the man and woman in the same town on the page with the story about the big social event the readers attended, or something of that sort.

And some of these advertising men now are considering that it might be a good idea to sell the public on transportation by having a certain percentage of their advertisements deal with this subject rather than details about their

product. They are figuring on how to carry the whole story home to the people, for the general public realizes the necessity of the motor vehicle, but there is always a big part of the public that must be sold by facts and figures. The National Automobile Chamber of Commerce has spent some of its money in backing up the industry by large copy in New York. It will do it in Chicago. This is the start of what may be developed along the lines of the National Cannery's Association and other such associations that have carried the message to the people through the press.

The Chicago show will come in two weeks. There will be more advertising copy out in the papers there than was used in New York. More makers will exhibit. There will be a better feeling. And the good work achieved here will be augmented there. Then the local shows will benefit throughout the country when the results begin to come in from orders.

**NEW YORK 1920 ADVERTISING 12 PER CENT GREATER THAN IN 1919**

NEW YORK'S dailies printed 160,759,363 agate lines of advertising during 1920, against 145,879,319 lines in 1919, a gain of almost 12 per cent, according to the New York Evening Post Statistical Bureau. In the totals comparing 1920 with 1919, the former figure appears as 157,691,383, as the Brooklyn Times' lineage for 1919 was not recorded and its 1920 total was not included in the addition. Leading the list in amount is the Times, with 23,447,395 lines, a gain of 3,913,753 lines over the 1919 total. The Morning and Sunday World printed 18,152,009 lines, a gain of 332,740 lines over the previous year, while the Evening World printed 9,789,770 lines, a gain of 1,881,886 lines over 1919. The Tribune's gain was 2,059,240 lines, its 1920 total being 10,197,262 lines. The Brooklyn

Eagle printed 13,403,456 lines, for a gain of 1,958,398 lines.

The Herald's total from January 31 to December 31, 1920, was 11,421,037 lines; the old Sun during January, 1920, printed 792,854 lines, and the old Herald had a January total of 614,200 lines. Added, these figures give the 1920 total of the papers which the Herald now stands for of 12,828,091 lines. In 1919, the Sun printed 6,573,236 lines and the Herald printed 8,734,682 lines, a total of 15,307,918 lines. In other words, the new Herald's total for 1920 is a gain of 95 per cent over the old Sun's 1919 showing and a gain of 46 per cent over the old Herald's figures for the previous year.

The figures for the years 1920 and 1919 and comparative totals for each year back to 1914 follow:

**COMPARATIVE TOTALS FOR 1920-1919**

Pages							
1920	1919	1920	1919	Gain	Loss		
10,184	10,616	American	10,869,294	10,820,642	48,652		
11,446	11,701	Brooklyn Eagle	13,403,456	11,445,058	1,958,398		
13,912		Brooklyn Times	13,067,986				
4,298	3,959	*Commercial	3,461,694	2,862,008	599,686		
7,306	7,604	*Evening Journal	9,985,090	9,579,660	405,430		
5,316	5,170	*Evening Mail	6,441,770	4,824,119	1,617,651		
7,092	6,323	*Evening Post	5,628,471	4,490,629	1,137,842		
6,562	6,588	*Evening Sun	8,958,858	8,422,293	536,565		
7,036	8,304	*Evening Telegram	7,538,530	9,192,795		1,654,265	
7,120	6,804	*Evening World	9,789,770	7,907,884	1,881,886		
5,896	6,240	*Globe	8,056,835	8,395,112		338,277	
8724	10,430	†Herald	11,421,037	8,734,682			
*19,770		Herald	11,421,037				
4,212		*News (Tabloid)	1,335,936				
7,778	5,984	Standard Union	8,596,922	7,141,268	1,455,654		
8886	9,520	†Sun	792,854	6,573,236			
15,660	14,302	Times	23,447,395	19,533,642	3,913,753		
10,426	10,212	Tribune	10,197,262	8,138,022	2,059,240		
13,252	13,540	World	18,152,009	17,819,269	332,740		
130,732	137,297	Totals	157,691,383	145,879,319	11,812,064		
					Net Gain		

\*No Sunday Edition. Brooklyn Times figures not included in totals. Although published both years, 1919 figures were not recorded.

**COMPARATIVE TOTALS 1920-1914**

	1919	1918	1917	1916	1915	1914
American	10,869,294	10,820,642	8,954,915	9,300,672	9,330,895	8,679,812
Brooklyn Eagle	13,403,456	11,445,058	8,542,714	9,088,947	9,376,572	8,987,138
Brooklyn Times	13,067,986					
Commercial	3,461,694	2,862,008	1,841,547	1,861,185		
Evening Journal	9,985,090	9,579,660	7,183,506	7,236,696	7,085,606	6,937,617
Evening Mail	6,441,770	4,824,119	4,174,098	4,888,576	4,949,645	4,516,760
Evening Post	5,628,471	4,490,629	3,783,959	3,847,922	3,790,898	3,515,064
Evening Sun	8,958,858	8,422,293	5,427,009	5,416,317	5,211,399	4,879,597
Evening Telegram	7,538,530	9,192,795	7,806,620	7,775,630	7,222,720	6,941,737
Evening World	9,789,770	7,907,884	4,922,253	5,318,622	4,923,310	5,199,102
Globe	8,056,835	8,395,112	5,267,659	5,470,140	5,921,522	5,547,018
†Herald	8,734,682	6,595,075	7,309,298	7,764,405	7,843,026	9,036,429
Herald	11,421,037					
News (Tabloid)	1,335,936					
Standard Union	8,596,922	7,141,268	5,228,985	5,499,711	5,395,997	5,427,867
†Sun	792,854	6,573,236	3,604,733	4,131,699	4,083,647	3,797,596
Times	23,447,395	19,533,642	13,497,525	12,509,587	11,552,496	9,682,562
Tribune	10,197,262	8,138,022	4,170,812	4,644,931	4,424,553	3,320,453
World	18,152,009	17,819,269	14,754,242	13,741,045	12,767,920	10,506,927
Total	160,759,363	145,879,319	106,055,622	108,090,978	104,411,585	95,782,276

†Sun and Herald combined into Sun-Herald, Feb. 1, 1920. Name changed to Herald, Oct. 1, 1920. †January 1 to January 31, inclusive. †February 1 to December 31, inclusive. †March 1 to December 31, inclusive. \*\*May 1 to December 31, inclusive. †Figures not recorded.

Here is where some of the increases will come from:

In EDITOR & PUBLISHER a month ago there were statements from motor advertising men about what they intended to do for 1921.

Briscoe said 25 per cent magazine; 75 per cent newspapers instead of something like 50-50 before.

Haynes last year with 60-40 in favor of magazines will make it nearer 50-50.

Franklin, that was doing little newspaper advertising until 1920, is now sold on the idea and will do more this year.

Jordan, built up by a newspaper man, had it 40-40 between newspapers and magazines and 20 for farm papers. He will do more newspaper advertising this year.

Westcott, formerly big believer in billboards, will do more newspaper advertising this year and make it about 50-50 between papers and magazines.

Cole is increasing its newspaper campaigns all the time, and will do so in 1921.

**New Advertisers Develop**

Nash is using more newspaper copy than magazines and will follow this line in 1921.

Standard Eight did 75 per cent more newspaper advertising than magazine copy last year, and will increase this year.

Peerless stayed out of newspapers pretty much in 1920, leaving it to the dealer to pay, but this year it will change its policy. It was a big newspaper user in past years.

The above were some of the ones quoted a month ago. There are others who were not.

Stevens Duryea, for example, is a new product. It came out with page copy at New York. That means absolutely a new account.

Gardner also had page copy. And Gardner is a new car.

Lincoln has been advertising off and on for months. Now comes a regular schedule on a 50-50 basis with the dealer. That is practically new revenue.

LaFayette had small copy from time to time last year. It is in production now, and regular campaigns will come through. Also new.

There is the Sheridan that sprang up recently with a few pages announcing its arrival. Now it is going through.

There is the Ace, whose securities were O.K'd by the Michigan authorities, joining the throng.

There is the Northway with a car supplementing a truck.

Holmes, with an improved car, is going to tell the world about it.

**Real Going Enterprises**

Dort has some real coach work embodied in its cars now, and the dealers are sold on it, so they are willing to go the limit on advertising, which will be larger in the newspapers than ever, and smaller in the magazines.

The Navarre car, made and financed in Springfield, will be a new account. The Rolls-Royce, also there, cannot get along without the papers.

The du Pont that came through last year is amply financed to fight its way through to the top, and has spent much money already in its short history.

Then there is the Dunlop tire with millions behind it using page copy recently even though its factory is not built.

All these are new ventures—real going concerns—that have money enough to put them over. There are others, but the writer does not recall them now.

(Continued on page 38)

MOTOR BU...  
COUN...  
THE...  
sel...  
Americ...  
industry...  
the Adv...  
Motor a...  
sociatio...  
Approx...  
executi...  
ence...  
papers...  
the cen...  
Autom...  
ing the...  
ket...  
The r...  
nical ac...  
in a br...  
underly...  
ticularly...  
ing. T...  
ment n...  
automot...  
the pap...  
there w...  
more ag...  
effort...  
The b...  
tive situ...  
nized ne...  
fred R...  
Nationa...  
merce, a...  
mercia...  
ing Com...  
delivere...  
managem...  
pany, a...  
commit...  
In the...  
man of...  
ager of...  
pany, A...  
ably det...  
directed...  
managem...  
Compan...  
A sup...  
automot...  
efforts...  
advertis...  
erative...  
a prime...  
of prese...  
Wou...  
"The...  
resentat...  
shall be...  
ties, T...  
distrib...  
s justly...  
freight...  
portation...  
the nati...  
every ne...  
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# MOTOR ADVERTISERS MUST MAKE BUYERS' MARKET A BUYING MARKET

Council of Leading Firms' Sales and Advertising Chiefs Urges National Publicity Through A. A. A. for Whole Industry

THE importance of advertising and selling the automotive industry to America as an essential transportation industry was emphasized at a meeting of the Advertising Managers' Council of the Motor and Accessory Manufacturers' Association at the Hotel Astor, January 7. Approximately 100 sales and advertising executives were present at the conference. A comprehensive program of papers and discussions was built around the central theme, "How to Sell the Automotive Industry to America—Making the Buyers' Market a Buying Market."

The meeting was not confined to technical advertising subjects, but took up in a broad way the fundamental facts underlying the automotive industry, particularly with reference to sales advertising. The effects of the present adjustment now in progress throughout the automotive field were considered in all the papers. Throughout the meeting there was evidence of a tendency toward more aggressive merchandising and sales effort.

### Supreme Council Urged

The basic facts of the present automotive situation were presented by recognized national authorities, including Alfred Reeves, general manager of the National Automobile Chamber of Commerce, and C. C. Parlin, manager, commercial research division, Curtis Publishing Company. The keynote paper was delivered by E. W. Clark, advertising manager of the Clark Equipment Company, also a member of the executive committee of the council.

In the absence of E. C. Tibbitts, chairman of the council and advertising manager of the B. F. Goodrich Rubber Company, Akron, Ohio, who was unavoidably detained in Akron, the meeting was directed by S. E. Baldwin, advertising manager of the Willard Storage Battery Company, Cleveland.

A supreme co-ordinate council of the automotive industry to direct all national efforts and to promote educational and advertising activities on a broad co-operative basis was urged by Mr. Clark as a prime necessity to meet the challenge of present conditions. He said:

### Would Have A. A. A. Direct

"The automotive industry needs a representative co-ordinate council to which shall be delegated certain work and duties. The voice of the automotive industry should become articulate when its rights are imperiled. Tax the industry justly. We are building passenger and freight transportation vehicles. If transportation is asked to supply a part of the national revenues let the tax fall on every new freight car and motor truck and in equitable proportion to its carrying capacity: let the tax fall on every locomotive, passenger coach, Pullman sleeper as well as passenger automobile—and in just proportion to its power or capacity.

"Why tax a replacement part on car or truck and not tax a brake, spring or defective wheel on a locomotive or freight car? If we tax gas, tax steam—one is as important as the other.

"This council should advertise. Through the American Association of Advertising Agencies it should formulate and execute a comprehensive campaign that would multiply many-fold the

efficiency of every individual campaign in the industry. It would have at its disposal the best advertising brains of the land and should be able to dramatize on new lines 'The Spirit of Transportation.'

"Through this supreme council the spirit of the industry should function for the good of our nation. Who shall say what volume of wealth the development of the government-aided transcontinental railroads gave to America. Vast empires of the Central Mississippi Valley, the West, Northwest, Southwest, and Pacific were brought within reach of the markets of the nation and world by railroad construction and development. Yet, I say to you that still vaster empires and sources of agricultural wealth lie tributary to these great steel arteries of travel waiting for the motor car and motor truck to open them to development."

The vital importance of reaching the basic agricultural market of America was stressed by both Mr. Parlin and A. R. Kroh of the Goodyear Tire & Rubber Company who addressed the meeting from the standpoint of a practical farmer and appealed to the advertising managers to shape their educational and publicity campaigns and copy to appeal logically and simply to the average American citizen. At the same time he also emphasized the need for better maintenance and repair service on the part of the automotive industry.

### Good Reasons for Optimism

The facts and figures marshalled by Mr. Reeves, Mr. Parlin and Mr. Kroh gave substantial ground for a feeling of sane and prudent optimism as to the future progress and faith in the automotive industry. The general consensus of opinion seemed to be that the ultimate future of the passenger cars and motor trucks would have to be emphasized more strongly in future advertising campaigns.

In the open forum symposium on "My Best Advertising Bet for 1921," detailed suggestions for carrying out this general principle were stressed by several of the executives present. The necessity for tying up direct mail copy with the national magazine and publicity campaign was pointed out by R. Leavenworth, advertising manager of the Standard Parts Company.

The need for representation of the central advertising departments at each of the local sales offices throughout the

country was featured by Eben Griffiths, advertising manager of the Vacuum Oil Company.

W. E. Brewster, advertising manager of the U. S. Light & Heat Corporation, presented a paper on "How to Cash In on This Year's Automobile Shows." He stressed the need for the alert and aggressive supervision of the exhibitions at the various shows and a close tie-up with the general advertising campaigns so as to concentrate public attention on the products shown.

Following the general discussion it was voted to appoint a committee to make recommendations for enhancing the merchandising and educational value of the automobile shows to the industry.

### HOWARD AGAIN HEADS CLUB

#### New York Newspaper Men Split Tickets in Annual Election

Edward Percy Howard, editor of the American Press, was again elected president of the New York Press Club at its annual election Monday, receiving 122 votes to 87 for his opponent, G. Selmer Fougner. There are some changes among the other officers, the "insurgent" party, which put a ticket in the field last week, electing their candidate for first vice-president, John R. Binns, of the Tribune, and one man on the board of trustees.

Besides Mr. Binns and Mr. Howard, the officers are: Second vice-president, Martin Dunn; third vice-president, John J. O'Connell; treasurer, Channing A. Leidy (uncontested); financial secretary, Walter E. Warner; recording secretary, Peter A. Dolan; corresponding secretary, Caleb H. Redfern (uncontested); librarian, Clarence E. Swezey (uncontested); trustees (three years), C. Fred Crosby, W. L. Curtin and George F. Dobson, Jr.; (two years), A. A. McCurdy.

### Philadelphia Trade Press Elects

PHILADELPHIA.—The Business Press Association of Philadelphia has elected the following officers: President, H. Walter Scott, Boot & Shoe Recorder; vice-president, S. H. Steele, Textile World; secretary-treasurer, L. S. De Lone, Builders' Guide; executive committee, Frank Manser, Dry Goods Economist, and S. B. Koons, Shoe & Leather Reporter.

### Spillman Advertising Club Speaker

Harry Spillman, manager of the educational department of the Remington Typewriter Company, will speak to the Advertising Club of New York at the weekly luncheon, January 19. His subject will be "Adjusting Ourselves to the New Business Era."

### DOHERTY EXPLAINS THRIFT ADS

Says Dailies Will Get New Line of Business if They Succeed

Henry L. Doherty, president of Henry L. Doherty & Co., was the speaker at the weekly luncheon, January 12, of the Advertising Club of New York. Speaking on "Financial Advertising," Mr. Doherty, who has been advertising thrift in New York dailies over the signature of William C. Freeman, said:

"If we succeed in putting over this thrift campaign, we will bring to the newspapers of the United States a much higher class of advertising than they have ever had before. We have started this thrift campaign with the hope that we can make it profitable for the people to invest in securities—honest securities; to induce the average man to put aside a portion of his wages in this manner. This has never been done before. We hope that we can demonstrate the wisdom of this. We want to demonstrate that it can be done with profit to the investor."

In conclusion, Mr. Doherty stated that in the old days, investors could only be promised a return of from five to six per cent with safety, while today the return is from seven to nine per cent, and the chance of the loss is negligible.

### Jail Sentence for Editor Upheld

CHICAGO.—The decision of Federal Judge G. A. Carpenter, sentencing Hector Elwell, city editor of the Chicago Evening American, to an indefinite period in jail and a fine of \$500 for failure to reveal the source of his information concerning proceedings of a Grand Jury, was upheld today by the United States Circuit Court of Appeals. Attorneys for Elwell said they would petition for a rehearing and carry the case to the United States Supreme Court if necessary.

### New Store Ad Association

An advertising group has been formed in the National Retail Dry Goods Association and members will meet at the time of the association convention—February 9-11. Frank A. Black, of William Filene Sons Company, Boston, is chairman of the advertising group; J. B. Sheffield, of Abraham & Straus, Brooklyn, vice-president, and Homer S. Curtis, secretary.

### Pilgrims Hear of Package Goods

BOSTON.—Increasing demand of the public for package food products was the subject of a talk before the Pilgrim Publicity Association, January 11, by William A. Vollmer, advertising manager of the Robert Gair Company, Brooklyn. "Proper display and advertising, while essential," he said, "constitutes only one of the many troubles of the food package trade."

### Death of George E. Priest

ITHACA, N. Y.—George E. Priest, who died in New York January 7, was a veteran publisher of this city and was formerly president of the state board of tax commissioners. In 1877 he became part owner and editor-in-chief of the Ithaca Daily Journal, and continued in this capacity until 1912.

### Representatives' Dinner Jan. 28

The fourteenth annual dinner of the Representatives' Club, of New York, will be held at the Hotel Pennsylvania, January 28. Dr. C. A. Eaton, editor of Leslie's Weekly, will speak, and Frank Crownshield of Vanity Fair will be toastmaster.

## JANUARY COMING EVENTS

- 15—Philadelphia Press staff reunion; Philadelphia, Hotel Adelphia.
- Washington State Press Association Institute adjournment, University of Washington, Seattle.
- 17—Poor Richard Club annual dinner; Philadelphia.
- Long Island Press Association meeting; New York City.
- Georgia Press Association meeting; Macon, Ga.
- Benjamin Franklin's birthday; national.
- 17-21—Canadian pulp and paper associations' meetings; Montreal.
- National Cannery Association convention; Atlantic City, N. J.
- 18—New York State Associated Dailies; Hotel Ten Eyck, Albany.
- 19—New York State Publishers' Association meeting; Hotel Ten Eyck, Albany.
- New England Association of Circulation Managers meeting; Boston.
- 20—Virginia Press Association meeting; Lynchburg.
- 20-22—Northern Minnesota Editorial Association meetings; Crookston.
- 21—Audit Bureau of Circulation directors' meeting; Chicago.
- A. A. C. W. National Commission meeting; St. Louis.
- 21-22—Colorado Editorial Association meeting; Denver.
- 22—I. T. U., No. 6 (New York), annual ball.
- Arkansas Press Association meeting; Little Rock.
- Connecticut Editorial Association meeting; New Haven.
- 24—A. A. C. W. executive committee meeting; Atlanta.
- 24-25—Texas Associated Advertising Clubs; Waco.
- 28—Kansas State Editorial Association meeting; Lawrence.
- Representatives' Club Dinner, Hotel Pennsylvania, New York.
- South Dakota Press Association meeting; Nebraska Editorial Association (Southeast district) meeting; Falls City.



## SOUND BUSINESS IS AIM OF WASHINGTONIANS

Ninth Annual Institute at Seattle Sees Advertisers Turning to Daily Paper with Forceful Copy in 1921

(By Telegraph to Editor & Publisher)

SEATTLE, Jan. 13.—"Newspapers that lower their advertising rates for 1921 are headed for the newspaper cemetery. The tremendous increase in cost of material and operating expenses of newspapers in the past four years will not permit rate reduction.

"National advertisers will turn this year from magazines to daily newspapers for direct result, instead of former name publicity campaigns.

"Advertising copy in 1921 is going to come down to straight-fire talk.

"Bulls-eye copy, that directed to one content and to one class of buyer only—will increase. Force is going to be more important now than ever before, and timeliness—the element which contains a piece of news about a product or about a market—is coming back strongly now.

"Advertising is never written to get something out of the writer's system; it is written to get something into the reader's system.

"The day of 'you' advertising is here. "Small town papers should not try to compete with big dailies on outside news but should beat them in their own local field. The morning mail brings daily papers from the larger cities of the state. What the metropolitan paper does not tell is why John Smith of Blankville went to Seattle last night. The local citizens, therefore, look in the local paper to find the reason. If there isn't any news gathered from regular runs, why not make some? I don't mean fake it—but get human interest and short feature stories, dealing with interesting local citizens and lives.

"To hold circulation is much more important than to gain new subscribers. Circulation can only be held if publishers gain the confidence of constituents."

The above are some salient points emphasized at opening sessions of the ninth annual newspaper institute of the Washington State Press Association at the University of Washington. Nearly 200 newspaper men and editors of class and trade journals from all parts of the state are in attendance at the institute. The first two days of the institute have been given over to class and trade journal men for discussion of their problems. This is the first time these journals have taken part in the institute.

At the following sessions the trade journal representatives voted to affiliate with the state press association. The closing sessions of the institute, which ends Saturday night, will be devoted entirely to newspaper problems.

### INLAND MEETING FEB. 15-16

Paper, Costs, Postage, and Canadian Tour Up for Discussion

(Special to Editor & Publisher)

CHICAGO.—The Inland Daily Press Association will hold its annual meeting in the Hotel La Salle February 15-16. Reports of officers for the past year will be rendered and new officers will be elected, in addition to other important discussions of newspaper problems.

E. P. Adler, past president of the Inland, has been assigned to present a paper on the print situation and recent history of the newsprint market.

A. J. Wilhelm, Huntington (Ind.)

Press, will discuss second-class postage and it is understood that the question of one-price subscription to all subscribers, by mail or carrier, will be a leading topic.

Action is expected following the report of the committee on the establishment of a linotype school. The cost-finding committee has called for reports from all members for the last half of 1920 and the subject will receive considerable attention.

In this connection, D. M. Conroy, Mason City (Ia.) Globe-Gazette, will present a paper on ink costs, discussing whether customers should pay the cost of ink containers and the like.

Final acceptance and arrangements for the Inland's trip into British America during the summer are also scheduled.

### W. K. KELLOGG WINS NAME SUIT

Brother Restrained from Using Corn Flakes Company Trade-Mark

(Special to Editor & Publisher)

LANSING, Mich.—Rights to use in trade the name "Kellogg," which had been the subject of litigation between Dr. John H. Kellogg, of the Battle Creek Sanitarium, and his brother, W. K. Kellogg, of the Kellogg Toasted Corn Flake Company, since 1908, were finally settled by the decision of the Michigan Supreme Court. The case had been carried to the highest state court on appeals of the Kellogg Toasted Corn Flake Company, upon the following facts and rules of law, which the court upheld:

"Fact—Kellogg Toasted Corn Flake Company first adopted, advertised, and registered the trade-mark 'Kellogg's'."

"Rule of Law—The trade-mark or trade-name is the property of those who made it valuable and its use by others than those who earned a reputation thereunder would be a fraud upon the public."

"Fact—Dr. Kellogg participated in and made large profits and capital returns from the adoption, commercialization and wide advertising of the trade-mark 'Kellogg's' by the Kellogg Toasted Corn Flake Company."

"Rule of Law—One who participates in and profits by the adoption of a trade-mark is estopped to injure or appropriate it."

"Fact—Kellogg Toasted Corn Flake Company never, at any time, by the 1911 contract, or otherwise, transferred to Dr. Kellogg or his company any business or any right to use, infringe, or trail on its registered trade-mark

'Kellogg's' and appellants do not claim that any such right was ever granted to or settled upon them.

"Rule of Law—A trade-mark cannot exist as an extrinsic thing and cannot be licensed apart from the business in which it is used. The Kellogg Toasted Corn Flake Company, even if it had desired to do so could not have transferred, granted, or otherwise alienated any right of Dr. Kellogg to defraud and deceive the public by trailing spurious products on its registered trade-mark, and Dr. Kellogg had no such right as an extrinsic thing and could grant no such right to the Kellogg Food Company."

"Fact—Appellants are trailing their Kellogg's Bran and other Kellogg's products on the trade-mark, advertising, good-will, trade guarantees, selling helps, name and reputation of the Kellogg Toasted Corn Flake Company by deceiving and confusing the trade and the public."

"Rule of Law—Equity will not permit a rival manufacturer to trail his different products on the established trade-mark and reputation of another."

### Clarkson L. Farnsworth Dead

Clarkson L. Farnsworth, aged 74, of Huntington, L. I., died January 7. He was assistant secretary of the New York Advertising Club and until his illness had been associated with Murray Howe & Co., New York advertising agency.

### Burnham as Canadian Viceroy

LONDON.—The Daily News announced a few days ago that Viscount Burnham, proprietor of the London Daily Telegraph, will be offered the Governor-Generalship of Canada, in recognition of his long and valuable services to the Government.

### Reunion for Camera Men

News photographers representing New York dailies, syndicates and motion picture weeklies will assemble at the seventh annual dinner of the News Photographers' Association of New York at the Cafe Boulevard, February 5.

### Macon News on Eight Columns

MACON, Ga.—The News has changed its make-up from seven columns, 13 ems, to eight columns, 12 ems. The change was effected with the assistance of a local mechanic and did not interfere with the regular publication of the paper.

## TREES SAVED BY OREGONIAN'S FIGHT

(Special to Editor & Publisher)

PORTLAND, Ore.—Somewhat of a variation of the campaign for the conservation of forests and the planting of trees, which has been conducted by Editor & Publisher, is a movement which has been carried on for several months by the Oregonian with gratifying results. It has to do with the protection of trees along the scenic driveways throughout Oregon.

The Oregonian initiated the movement when it was found that logging companies had under way operations that would, if continued, ruin the beauty of some of the most picturesque drives in the state. One particular road was used for an illustration. This is the drive from Seaside to Cannon Beach, a winding highway, a few miles inland, penetrating forests of giant spruce and fir trees. During the war the United States Spruce Production Division began felling the trees for airplane material. No objection was raised, as it was realized that all minor considerations must be sacrificed to speed in getting out the right kind of wood for airplanes. When the war was over and private logging companies continued the desolation of the highway, the protest was made.

The Oregonian took the subject up with especial prominence in its automobile section, using page illustrations to show sections of the road as they ap-

peared in their beauty when the trees were still standing and contrasting them with the same locations after the trees were sawed down and only a wilderness of stumps and underbrush remained.

The need for action appeared so urgent that Governor Olcott appointed a committee to carry on the work of saving the trees bordering highways. Already many logging companies have made voluntary pledges to quit cutting such trees, leaving an adequate strip of forest bordering the roads. Oregon has a considerable proportion of the finest timber in the United States and its forest roads are considered a valuable asset in attracting tourists. Large areas are in state and Federal reserves but great tracts are also being utilized commercially as is evidenced by the fact that Portland has the largest lumber exports of any city in the world.

As one phase of its fight the Oregonian called attention to the fact that the mountain side covered by the "Figure Eight," one of the most beautiful stretches of the Columbia River highway, is privately owned and that the trees that make it beautiful were menaced. As a result Multnomah County is now negotiating for purchase of the land that it may be withheld permanently from desecration by the woodman's ax and saw.

## MORE CABLES NEEDED TO SOUTH AMERICA

Press Association Heads Say Clients Suffer When News Is Sidetracked for Commercial Business—Pier-son Now in France

(Special to Editor & Publisher)

WASHINGTON, D. C.—Inadequacy of cable and radio accommodations between North and South America for the transmission of press dispatches was stressed by Frederick Roy Martin, acting general manager of the Associated Press, and George T. Hargreaves, general manager of the Universal Service, at a meeting of a Senate committee considering cable legislation this week.

Mr. Martin, in telling of the congested conditions prevailing on cables to South America, pointed out that the Associated Press had at times been forced to route its dispatches via London, despite the additional delay and expense that policy involved.

Both he and Mr. Hargreaves declared that they were seldom able to secure large enough daily quota of words to permit the transmission of a comprehensive report to their South American clients and that at times they were unable to transmit any press matter at all over the lines of the All-America Cable Company, due to the pressure of commercial business, repairs or other causes. Mr. Hargreaves said that his quota averaged about one-third of what he considered necessary for an adequate report.

He also stated that the American companies gave commercial business precedence over press matter, because of the higher rate commanded by the former in contrast to the British companies' policy, which was to transmit without delay matter filed for South America. British press associations, realizing the value to Great Britain of having British news disseminated in foreign countries

Present arrangements with the National for transmission of press matter from France to the United States by radio are not entirely satisfactory, Mr. Hargreaves stated, due to their permanent character. He urged the passage of legislation permitting the press associations to contract with the National for a period of a year or more for the use of the radio equipment, so that this contract as a basis, they could land lines from Paris to the radio station at Bordeaux and eliminate the delays in France that render the present service unsatisfactory.

Joseph Pierson, of the Chicago Tribune, who is now in Europe on a mission connected with the American publishers' interest in the International Communications Conference, addressed the Newspaper Proprietors' Association in London on January 12. He has discussed transmission of press matter to the United States with the British Post Office authorities, with the purpose of securing the appointment of a daily triod in which the cable lines will be used to transmit press matter and go to France next week to institute negotiations with French authorities.

### New Paper for Dabney White

TYLER, Tex.—Dabney White, who recently sold his afternoon paper in Tyler and moved to Mineral Wells and established a morning paper, has launched a new publication here, the Tyler Tribune. It will be published semi-weekly.

An advertisement in EDITOR PUBLISHER INTERNATIONAL YEAR BOOK, to be issued January 22 as part of a regular edition, will work you every day in 1921.

# NEWSPAPER MEDIUM OF DIRECT SALES SHOULD BE USED TO SELL DEALER

Newspaper Advertisements Are Retailer's Text Book on Local Business Wants and Through Them He Can Be Reached Quickest

By CHALMERS LOWELL PANCOAST

What the retailer wants is less so-called co-operation and more newspaper advertising.

AMONG advertisers and manufacturers who are selling through the retailer, the most pronounced subject under discussion is co-operating with the retailer. The best brains in the business are being used to devise plans and schemes to get the retailers' good will and in assisting them in moving the goods. Merchandising experts are interested in working out new ideas for the dealers and in devising methods to keep in closer touch with the retailer whether it pleases him or not.

To hear the average merchandising man talk about dealer co-operation, dealer helps, broadsides, circulars and all the various forms of propaganda for making the dealer do what they want him to do, you somehow get the idea that these merchandising experts are trying to make you believe that the dealer never reads a newspaper. In fact, you will be led to believe that the only thing he ever looks at is a broadside, circular or something that slips through the mail to surprise him or give him a shock regarding some advertising campaign.

### But What About the Dealer?

The advertiser uses the newspapers to sell to the consumer because it is a medium of closer contact and the medium of direct sales.

Whoever originated the thought that the dealer does not read the newspaper? Can you imagine grocers, druggists, hardware merchants or any local dealers who do not read newspapers daily. As a matter of fact the morning newspaper is as much a part of the merchant's life as his breakfast. If he does not find the paper at his doorstep in the morning, he is the first to raise a howl for its non-delivery. The truth is that the retail merchant depends upon his newspaper more than he does any other medium of publicity for more reasons than we have space here to enumerate.

In the first place he reads newspaper advertisements of all kinds, because the average merchant is an advertiser in some way or other and the daily newspaper advertisements constitute his text book.

### Has Vital Part in Retailing

In every line of retailing, the local newspaper is the vital part of the daily business of the merchant. And besides being an essential in business, it is also an important factor in his social life. In the small town the retailer has no other medium that is closer to him than his local newspaper and the advertising of the manufacturers in that paper has a tremendous influence on the dealer. When he sees the advertisement of a manufacturer of some line of goods that he is carrying, it has a greater influence on him than the stacks of broadsides and circulars that eventually fill his waste basket.

In the large city the merchants in the outlying districts read the large city newspapers to see what the big down-towns are doing in the way of offering and also to see what the manufacturers of their line are offering to the people

in their city. Go out and make an investigation among the dealers of any large city and you will find that the minute an advertisement of some manufacturer appears in their papers, they are not only impressed, but they read about it in a way that could not be expected through circulars or printed matter.

Then why all this talk about circulars and broadsides and dealer help to make the dealer appreciate local newspaper advertising which the manufacturer should place.

### Many Use Newspapers

A great many manufacturers who have seen the light are using the newspapers for the sole purpose of reaching the dealer. Their idea is that the quickest and most economical method of getting their story before the retailer is through the daily newspaper. Many of these manufacturers have nothing to sell direct to the consumer except through the retail trade and in many instances their message has no appeal to the consumer at all, but is directed personally to the retailer. They know that they can reach a larger percentage of retail merchants through the newspapers than by any other medium. Of course, there is bound to be waste circulation, but they know that in a city where there are 5,000 retailers of any particular class, they are bound to reach the largest number of those 5,000 through the daily newspaper.

Today we are hearing a great deal about a new idea expressed as "Dealer Acceptance Campaigns." This means a preparatory campaign to the dealer through the newspaper before launching the regular consumer campaign.

Suppose that you are a manufacturer going into a market with a rather difficult proposition and find extreme competition from all sides. You believe that before launching your campaign to the consumer, it would be advisable to get a story over to the retailers so that they will fully appreciate the consumer campaign and co-operate with it when it appears. The only way in which you could hope to lead the field against all competition would be through considerable advanced advertising direct to the

dealers and follow this up with a strong newspaper campaign to the consumer.

Of course, at the same time your advertising message is going to the dealer it is also going to the consumer, and you are merely adding force to the regular campaign when it comes through.

Dealer Acceptance Campaigns are planned along lines to break down the resistance of the retailers and to familiarize them with all the details of your proposition before your message to the consumer breaks.

Some large advertisers are using this method of addressing a campaign to the dealers, with just enough consumer appeal, so that both dealers and consumers are influenced and 100 per cent results are secured on the advertising.

If you were a manufacturer starting an intensive consumer advertising campaign in the fall, using a dealer acceptance campaign would mean the beginning of a dealer newspaper campaign through the summer months in order to familiarize the trade to some extent with your proposition. The idea of a preliminary campaign is this: It is not only to secure the interest of new dealers, but to arouse the interest and enthusiasm of dealers who are already handling the line. The proper kind of dealer appeal advertising should be used so that the manufacturer will be able to pave the way for his regular campaign and when he starts in competition with other advertising along his line, he will have the advantage of being the first in the field. Through the preliminary campaign he will also be in a position to dominate that particular field during the heavy campaigning to consumers.

### Quick Response

The newspaper represents the most desirable form of personal contact with the dealers. A newspaper campaign has more possibilities of building up their confidence and getting their attention than to bother the dealer to death by circular matter and the offer of sales ideas in which he is not interested. There will be fewer losses suffered by national advertisers through lack of dealer co-operation if advertisers recognized the value of the newspaper in getting their message before him. The quickest way of getting the good-will of the dealer and to establish more amicable bonds and a spirit of closer co-operation is to show the dealer through a real newspaper campaign that you are trying to make sales for him. This will get his appreciation, interest and co-operation quicker than anything else.

The idea of sending advertising men

and promotion men and merchandising men out in the field to get acquainted with the dealers does not mean anything to the dealer. He has calls from 10 to 20 salesmen every day and his business is selling merchandise and not entertaining visitors. When he picks up his morning, evening or Sunday paper and there flashes before his eyes a very conspicuous ad of the manufacturer selling the goods which he has on his shelf, he is immediately aroused, displaying more interest, appreciation, good-will, etc., than all the personal calls that ever could be made. Getting acquainted with the dealer is all right, but you will find that if you happen to strike him on a busy day—and every day is a busy day with the average retailer—you will lose through annoying him and the visit you have counted on so much to gain his good will is absolutely wasted.

The most important problem facing the manufacturer today is how to properly merchandise the advertising to the retailer in advance of the campaign to the consumer. This is a subject on which a great many theories have been advanced, but there is only one condition to be met and there is only one solution.

Practically every advertiser and advertising agency has different ideas on the proper way to merchandise a campaign. This subject will be discussed at length in another article.

### RUMOR HEARST "P-I" OWNER

Seattle Times Prints Report—Denied by Nettleton

(By Telegraph to EDITOR & PUBLISHER)

SEATTLE, Wash., Jan. 13.—The Seattle Times prints the following article:

"It is persistently rumored that William R. Hearst, famous as owner and editor of many newspapers, has purchased the Post-Intelligencer. In all probability negotiations looking to that end will be terminated in a few days, but it is certain that no person connected with the Post-Intelligencer's ownership or management is yet in position to say whether or not the sale will occur. It is understood that an agreement has been reached with the owners of the common stock and that the deal hangs on the disposal of Mrs. John L. Wilson's preferred stock."

Mrs. Wilson is the widow of the late Senator Wilson, former principal owner of the paper. Clarke Nettleton, publisher, reiterates his denial to EDITOR & PUBLISHER that any negotiations for the sale of the Post-Intelligencer are under way.

### North Brookfield Journal Quits

NORTH BROOKFIELD, Mass.—The Journal has suspended publication, in order that the editor and publisher, Horace J. Lawrence, may devote his whole time to the job printing department. Mr. Lawrence has been an editor and publisher for just 50 years, 41 of which were passed in North Brookfield.

### New Maine Printing Plant

SANFORD, Me.—The Kennebunk Enterprise Publishing Company, owned by Annie J. Crediford of Kennebunk, has moved to Sanford, where it has located in quarters in K. of P. Hall building. The name of the paper, Kennebunk Enterprise, was not changed.

An advertisement in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK, to be issued January 22 as a part of a regular edition, will work for you every day in 1921.

## TESTS FOR PROOF-READERS

EUGENE, Ore.—Tests to determine the kind and frequency of optical illusions which affect proof-readers, have been prepared by Dr. H. R. Crosland of the department of psychology of the University of Oregon. Dr. Crosland takes the position that errors in proof-reading are due to such illusions quite as much as to carelessness.

"Errors by careful and experienced proof-readers are due to one or another of several optical illusions," said Dr. Crosland. "A proof-reader, for instance, may think he sees letters where nothing but white space exists; or he may fail to see transposed letters in a word; or he may fail to observe an incorrect letter substituted for the correct one."

The subject matter for the tests will contain certain typographical errors,

placed in certain positions on the page. The first test will be set in 9-point; later 8, 10 and 12-point type will be used. The width of the columns will be varied from 13 ems, the approximate width of a newspaper column, to 17 and 25 ems. At one time the groups of people who take the tests will be instructed to work slowly and carefully; again they will be told to work as rapidly as possible and the time of each person will be taken with stop watch; the third variation will be to allow a limited time to the group, all stopping at the signal whether the work is completed or not.

The tests are to be given to four groups of five persons each, the groups consisting of teachers and students of journalism, students of psychology and actual newspaper employees.



# ALBANY ARGUS ENDS CAREER OF 108 YEARS

Sold to Knickerbocker Press and Merged With Jan. 14 Issue—Argus "Staff Dropped on Two Days" Notice

(By Telegraph to Editor & Publisher)

ALBANY, N. Y., Jan. 12.—Announcement was made today of the sale of the Argus to the Press Company, but the consideration has not been made public. The last issue of the Argus will appear Friday. The Argus editorial staff will not join the Knickerbocker Press and were given two days' notice that their services were no longer required.

The Argus Company will retain its entire printing plant for increased job and book printing.

The Argus was founded by Jesse Buel in 1813, a judge of Common Pleas of Ulster County. He was backed by ninety citizens, who styled themselves "Godfathers" of the paper. It was issued twice a week until 1824, when it became a daily and its name was changed to the Argus and Daily Gazette.

Calvert Comstock became publisher in 1855 and made it a Democratic organ of national fame and a supporter by Martin Van Buren, William L. Marcy, Silas Wright, John A. Dix and other party leaders.

### Cleveland's Sturdy Supporter

The Atlas, edited by William Cassidy in the interest of another faction of Democrats, was merged with the Argus in 1856 through the influence of Horatio Seymour, and began the occupation of the present Argus Building at Broadway and Beaver street. Cassidy became editor, with the retirement of Comstock, and restored the name of the Argus.

During his regime the paper reached its greatest political influence and Cassidy's editorials were literary classics. At his death control passed to Daniel Manning, Secretary of the Treasury in Cleveland's first cabinet; T. C. Callicot and J. Wesley Smith. Manning's political influence, largely exercised through the Argus, was an important factor in making Cleveland president.

His son, James H. Manning, succeeded his father and later was elected Mayor of Albany. Daniel S. Lamont began his reportorial work on the Argus and was associate editor when he was named secretary to Governor Cleveland, went with him to Washington as secretary in his first term and in the cabinet the second. Charles Emory Smith, of Philadelphia, and St. Clair McKelway, of the Brooklyn Eagle, were also editors of the Argus for many years.

### Knickerbocker Press History

Edward Murphy, of Troy, former U. S. Senator, became its owner about 25 years ago. Then the late Anthony N. Brady acquired an interest. After the death of each, Joseph J. Murphy, Democratic leader of Troy, and the Brady estate continued control until several years ago, when the Brady estate became sole owner.

The Knickerbocker was started by Hugh Hastings in 1842, who was a protege of Thurlow Weed, and was identified in politics with the old Whig party. In 1879 the Knickerbocker was bought by the Press and the name was changed to Press and Knickerbocker. The Express was later absorbed and the name was Press Knickerbocker Express until 1910, when Judge Lynn J. Arnold, representing the Clark interests of Cooperstown, purchased the paper from John A. McCarthy and changed its name to the Knickerbocker Press.

Branch offices and separate editions

are maintained for Troy and Schenectady.

It has maintained an independent attitude in politics, while the Argus has been a Democratic party organ for the greater part of the century of its existence.

### Trade Paper Sold

CHICAGO.—The International Trade Press, Inc., has purchased the American Machine & Tool Record, which has been published for ten years at Cincinnati by H. Hillman Smith, who will continue as editor-in-chief. Publication offices will be in this city, but the Cincinnati headquarters will be maintained. Robert E. Powell, Eastern manager of the paper, has joined the staff of the International Trade Press and will be located in its New York office.

### Mather-Thompson Wedding

The marriage of Frederick Gregory Mather and Miss Lillian Thompson, both of Stamford, Conn., was solemnized at the Cathedral of St. John the Divine, in New York, January 12. Mr. Mather is widely known for his historical writings. He was at one time editor in chief of the Binghamton (N. Y.) Republican. This was his third marriage.

### Illinois Weekly Raises Rate

NEOGA, Ill.—The News, published weekly, has increased its rates from \$2 to \$2.50 a year.

### State Bulletin for New York

ALBANY, N. Y.—The New York State Association has issued its first "State Bulletin." In addition to legislative rec-

ommendations, it contains an analysis of the Sage amendments relative to state reorganization, a list of the members of the Senate and Assembly and officers of the association recently organized. The publication office is at 41 Eagle street, Albany, with C. V. Howard as editor.

### Monotype Office in Birmingham

BIRMINGHAM, Ala.—The Lanston Monotype Company has opened a new district office at Birmingham, in charge of G. Walter Lieb, whose offices are in the Chamber of Commerce Building, Howard S. Stetler, of the Monotype Company's export department will be assistant manager under Mr. Lieb, who has represented the company in the South for 12 years.

### Killam Plans Morning Paper

MERCED, Cal.—Walter H. Killam, for the past fifteen years managing editor of the Modesto Morning Herald, has taken over the Merced Weekly Star. He plans to turn the paper to the morning field, with Associated Press Service. F. E. Beber, for several years advertising manager of the Modesto Herald, is associated with him in Merced.

### To Represent London Paper

Roy Barnhill, Inc., publishers' representative, New York, has been appointed American representative of the Advertiser's Weekly, London.

### Fire on LeRoy Gazette

BUFFALO.—Fire caused by an overheated metal kettle in the plant of the LeRoy (N. Y.) Gazette caused slight damage.

## A NEWSPAPER FOR FACTORY WORKERS

ROCHESTER, N. Y.—Erwin J. W. Huber, of the Huber Publishing Company and managing editor of the Pictureplay News, has brought out the Industrian, which he described at the head of its editorial column as "a weekly newspaper, devoted to sports, recreation, amusements and the social activities of Rochester's industrial army."



E. J. W. HUBER

Mr. Huber, who is managing editor, was for many years night superintendent of the Rochester

Herald's art department and nine years ago he and other newspaper men launched the Pictureplay News. Stephen J. Fitzgerald is editor of both papers. He was formerly police reporter of the Rochester Herald and has worked on newspapers in Detroit and Dayton, Ohio. While serving with the naval aviation forces in France, he founded the Pauillac Pilot.

Ernest J. Ingraham, formerly automobile editor of the Rochester Post-Express, is director of the Aircraft Service Bureau for both the Huber publications. George J. Barnes, formerly of the Rochester Post-Express staff and editor of the Legionaire, the official journal of the Rochester American Legion Post, is on the staff of both publications. George Allan McDonald, formerly of the Rochester Democrat & Chronicle and of several Buffalo and Syracuse newspapers, is with the Huber service department.

Willis G. Broadbrooks, for eight years

on the Rochester Herald staff, is foreign advertising representative and manager of the publicity-exploitation department. Lloyd W. Culver, formerly on the Rochester Post-Express advertising staff, is advertising manager of the Industrian and James J. Dadd, formerly with the Rochester Herald and for a time with the James J. Dadd Advertising Agency, is on the advertising staffs of both papers. James H. Thompson, for a number of years Sunday editor of the Rochester Herald, is now a special feature writer for the Pictureplay News.

Among the manufacturing firms, many of which are national advertisers, in and near Rochester, which are represented in the Industrian's Newswriters' Club, which furnishes the news from their respective organizations, are:

American Laundry Machinery Company, American Wood Working Machinery Company, Bastian Brothers Company, General Railway Signal Company, Gleason Works, Henry Likly & Co., Northeast Electric Company, Ritter Dental Manufacturing Company, Rochester Motors Company, Inc., Seldon Motor Truck Corporation, Sherwood Shoe Company, Stromberg-Carlson Company, Taylor Instrument Company, Todd Proctograph Company, Vacuum Oil Company, Wilmot Castle Company, Karle Lithograph Company, T. H. Symington Company, Wollensak Optical Company, Art-in-Buttons Corporation, Davis Machine Tool Company, Ingle Machine Company, Rochester Folding Box Company, Rochester Gas & Electric Company, Rochester Stamping Company, Utz & Dunn Company, Yawman & Erbe Company, Samuel Parry, Inc., National Brass Manufacturing Company, Alderman-Fairchild Company, James Cunningham Son & Co., United Shoe Machinery Corporation.

# TWO P. M. NEWSPAPERS FOR BIRMINGHAM

Advance, Now Weekly, Becomes Daily Jan. 24—Scripps-McRae League Will Start the Post March 30

(Special to Editor & Publisher)

BIRMINGHAM, Ala.—Birmingham will have two additional daily afternoon newspapers within the next sixty days, according to definite announcements made here within the past few days by representatives of the new properties. Both will enter the afternoon, six-day-a-week field without Sunday editions and both will carry full leased wire reports of foreign news and will maintain ample staffs to cover the local field thoroughly.

The first of the new dailies to enter the local field will be the Birmingham Advance, which will change from a weekly publication to a daily on January 24. Formal announcement of the change was carried in both daily papers here several days ago. The paper has been operating as a weekly for several years and has been the official organ of the membership of the American Federation of Labor in the Birmingham district, which position it is expected to continue to occupy when turned into a daily. Phil Painter, who has been editor of the weekly paper, will continue in that capacity with the daily edition and it is understood that L. B. Musgrove, wealthy coal operator, who was labor's candidate for United States Senator last year against Senator Oscar Underwood, is financially interested in the new publication. A plant for the daily has been secured on Fifth avenue and additional machinery installed to care for the daily issue of the paper.

The second daily, which will begin publication not later than March 30, according to announcements of those interested, and possibly earlier, will be the Birmingham Post, which will be published by the Scripps-McRae League as an additional link in their chain of newspaper properties. B. I. Susong and R. B. Chandler are at present in the city from the Cincinnati headquarters of the league to install the new plant as soon as the machinery which is en route arrives and publication of the new daily will begin shortly after its arrival.

Mr. Susong, who has been connected for some time with the Cincinnati Post, one of the Scripps papers, was formerly managing editor of the Montgomery (Ala.) Journal.

The new paper will begin as an eight-page, six-day-a-week daily in the afternoon field and will be served by the United Press and the Newspaper Enterprise Association, both owned by the Scripps-McRae interests.

Since absorption of the Birmingham Ledger by the Birmingham News in April, 1920, the Birmingham daily newspaper field has been exclusively in the hands of the Age-Herald in the morning field and the News in the afternoon. The two new papers will give Birmingham four daily papers, of which three will be in the afternoon field, with the News also continuing in the Sunday morning field.

### Three Newspapers Bankrupt

MARTINSBURG, W. Va.—The World Publishing Company, publisher of the Martinsburg World and two weekly newspapers, was declared bankrupt January 4 by Circuit Court Judge Woods.

Ten thousand every-day questions of the newspaper and advertising business will be answered in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK—out January 22.



## AIRMEN'S LETTERS MAY CAUSE NAVY TO CENSOR OFFICERS' WRITINGS

Unenforced Rule Puts Approval of Articles for Publication in Hands of Intelligence Division—Court Will Investigate

(By Telegraph to EDITOR & PUBLISHER)

WASHINGTON, D. C., Jan. 12.—Enforcement of a slumbering naval regulation under which members of the naval establishment can be prevented from writing for publication without first submitting the articles to the Division of Naval Intelligence, is likely to result as a sequel of the incidents at Mattice when the lost naval aeronauts reached civilization.

Specific direction will be given to the naval court of inquiry, which has been ordered, Josephus Daniels, secretary of the navy has said, to ascertain if the airmen sought to profit by their experience through the publication of their stories. The secretary also has announced that the court would be empowered to investigate the rumor that the Hinton and Kloor letters reached the public through the action of a fellow officer of the two balloonists and that the whole question of how the graphic stories of the two airmen, contained in their letters, gained publicity, would be inquired into by the court.

"I shall direct that the naval court go fully into the matter of publication of the stories of the airmen or any contracts they may have made with the press. Commercialism and naval business do not go well together, and I shall order the board to ascertain the full particulars on this point," Secretary Daniels said in his press conference on Wednesday.

What may have been one of the indirect causes for the trouble at Mattice between Lieut. Steve Farrell and Lieut. Walter Hinton is the policy which the navy department followed in regard to publication of the officers' own stories of their flights.

Following the precedent set up in the case of the NC-4 flight when the navy allowed the men on the trans-Atlantic

journey to make exclusive contracts for their stories Mr. Daniels in this case sent a message to the three balloonists that after they had filed their official report they would be at liberty to sell their stories to whom they pleased.

The result was that the navy department received what was probably the briefest report on record, which just barely covered the incidents of the flight.

Before the flyers reached Mattice and the wires to the outside world, however, a report reached Mr. Daniels that the representative of one association had met the aviators on the trail and "sewed them up" for exclusive rights to what they might write. As a result a message was sent on Tuesday night instructing them to talk without discrimination to any newspaper men that might care to interview them.

Mr. Daniels was attacked during the war for enforcing the regulation forbidding men to write for publication and this also was made one of the points in the charges brought by Rear Admiral William S. Sims. There has been some criticism of the policy which Mr. Daniels followed this time when it became known that he had authorized the officers to auction off their stories to the highest bidder.

It was stated at the department before the men came out of the wilderness that one newspaper was ready to offer the men \$16,000 for exclusive rights.

### Flynt Heads Maine Dailies

AUGUSTA, Me.—The Maine Daily Newspaper Publishers' Association held its annual meeting here on January 5. Matters of business interest were discussed and officers were elected, as follows: President, Charles F. Flynt, business manager, Augusta Kennebec Journal; vice-president, Arthur G.

Staples, managing editor, Lewiston Journal; secretary, William H. Dow, business manager, Portland Express-Advertiser; treasurer, Walter B. Reed, business manager, Bangor Daily News.

### Pennsylvania Meetings Feb. 9-10

HARRISBURG, Pa.—Annual meetings of the Pennsylvania State Editorial Association, Associated Dailies of Pennsylvania and the Associated Weeklies will be held at the Penn-Harris Hotel here February 9 and 10. The three associations will meet jointly on February 9, the speakers scheduled being Gov. William Sproul, T. R. Williams, president of the American Newspaper Publishers Association, and Don C. Seitz, business manager of the New York World. Other speakers at various sessions include Rowe Stewart, business manager of the Philadelphia Record and president of the Associated Advertising Clubs of the World, and Maj. J. C. Shumberger, of Allentown, an expert accountant, who will discuss Federal taxes as related to newspapers.

### New Illustrating Firm

DETROIT.—The Craftsman Studios have been formed here to supply commercial illustrations. The organizers are John J. Hammer, Fred Manner and Carl Goodwin, late with the Illustration Studios, Chicago.

### Fire in Konowa, Okla.

KONOWA, Okla.—Fire destroyed the plant of the Konowa Chief-Leader, causing loss of approximately \$5,000, which was partly covered by insurance. The plant will be rebuilt and publication of the paper continued.

### Iowa Press Meeting Feb. 17-19

DES MOINES, Ia.—The sixth annual convention of the Iowa Press Association will be held in Des Moines, February 17, 18, 19. Session will be held at the Hotel Savery.

### Connecticut Meeting Jan. 22

NEW HAVEN, Conn.—The annual meeting and banquet of the Connecticut Editorial Association will be held at the Hotel Garde here January 22.

### PILGRIMS GIVE AD COURSES

Advanced and Elementary Subjects in Two Lecture Classes

(Special to EDITOR & PUBLISHER)

BOSTON.—A series of seven advanced conferences on "Advertising and Selling," together with seven elementary talks on "Advertising Preparation," will be conducted from January 4 to April 5, by the Pilgrim Publicity Association.

Under the supervision of Henry Kuhns, vice-president of the association, the advanced series will consist of the following subjects: "Product Analysis," with Harry Tipper, business manager of Automotive Industries, in charge; "Market Analysis and Sales Quotas," Walter F. Wyman, sales and export manager, Carter Ink Company; "Developing the Advertising Plan," A. E. Greenleaf, president, Greenleaf Company; "Selling the Sales and Advertising Plan," George C. Frolich, manager drug and chemical department, United Drug Company, president Pilgrim Publicity Association; "Correspondence Department," Robert E. Ramsay, director of publicity, sales promotion and advertising, American Writing Paper Company, and "Handling the Results of Advertising," Walter R. Snow, Walter B. Snow & Staff.

The elementary talks will be directed by Professor Daniel Starch of Harvard University. They are: "How Advertising Is Prepared," S. A. Conover, president, S. A. Conover Company; "The Text," John J. Morgan, John J. Morgan Advertising Agency; "The Layout," C. W. North, art director, Walter B. Snow & Staff; "The Picture," Barnard J. Lewis, treasurer and general manager, Stetson Press; "The Size and Use of Space," William H. McLeod, advertising manager, William Filene's Sons Company; "The Selection of Mediums," Carroll J. Swan, magazine and newspaper representative, and "Truth in Advertising," Charles B. Marble, secretary, the Priscilla Company.

The course was planned by an educational committee headed by L. F. Hamilton, manager of the sales promotion department of the Walworth Manufacturing Company.

IF YOU THINK IT WAS A PICNIC AT MATTICE TAKE A LOOK AT THE TOWN!



Copyright International Films

**N**OBODY—generally speaking—ever heard of Mattice until 1921. Now look at it—just over the heads of the newspaper reporters and photographers who gathered there to welcome back the American Navy balloonists, Lieutenants Kloor, Farrell and Hinton. Any small boy can now find it on the map and here is the group that put it there—via the first pages of the newspapers of the world. This is not all of them—some had donned their snow-shoes and were out on the trails when this was taken—but even then they number three times the population of the town. What a life; no taxis, no grapefruit, no eggs, but they did live in a Pullman. The natives laughed at their outfits and they laughed, too, for nobody knew Volstead and a photographer had brought a pair of bones. The venison was real, but gosh, it was cold. And if you want to know all about the wilds of Canada talk to some reporter who's been to Mattice.

## BACKUS STARTS KENORA PAPER MILL

Final Agreement Signed at Ottawa for Timber—To Invest \$10,000,000 in Ten Years—Fort Frances Policy Announced

(Special to Editor & Publisher)

TORONTO.—Final agreement between the Ontario Provincial Government and E. W. Backus for the English River timber limit has been signed. Mr. Backus denied an editorial comment of a Toronto daily to the effect that the Fort Frances Pulp & Paper Company had reversed its position toward the supply of newsprint to Canadian daily newspapers.

"In 1919," he said, "we offered contracts for 1920 to all Canadian papers with whom we had dealt. They declined on the ground that they thought they could secure paper supplies through the Government control. Last summer we notified them again that we would consider contracts, and all but two of them were accepted."

Mr. Backus also stated that his mills are selling paper at \$130 a ton.

The work on the Kenora plant, which is included in the English River contract, has been started, he said, and pulp will be manufactured there before the end of the year. Before three years are out, paper will form part of the company's production.

When asked what the company's investment would be in the plant, Mr. Backus replied: "If we get out with an expenditure of ten millions in ten years at Kenora we will be lucky."

### Labor Weekly for Brantford

TORONTO.—In the course of a speech before the members of the Independent Labor Party, Brantford, January 7, ex-Mayor McBride announced that he had purchased a press and a supply of paper, and that work on a new local labor weekly would begin immediately. He made a call for subscriptions and announced the formation of a committee to organize the business affairs of the venture. The project follows the defeat of numerous labor candidates in the recent municipal elections. Mr. McBride is at present a member of the labor wing of the Ontario Provincial Government, which is a coalition of agricultural and labor members.

### Jack Canuck Editor Fined

TORONTO.—On a charge of publishing advertisements tending to solicit liquor orders in Ontario, a breach of the Ontario temperance act, Mrs. Louisa Rogers, publisher of Jack Canuck, Toronto, was fined \$200 and costs on December 30. Counsel for the defense pointed out that the disputed advertisements had been approved by the Ontario license board before publication; that they were couched in very vague and general terms and that they contained no price quotations. The case will probably be appealed.

### Wayagamack Closed for Repairs

TORONTO.—The Wayagamack Pulp & Paper Company, one of the biggest pulp industries in Canada, will close down on January 15 for one month. According to a statement made by Hugh MacKay, a director of the company, there is a certain amount of repair and renewal work which must receive attention, but this cannot be done so long as the mills are in operation. New machinery is now on the ground awaiting installation.

Mr. MacKay says that a short shutdown is customary at this time of year. It is rumored that the wage scale will show a decline when work is resumed.

### "Merry Xmas" on Bogus Checks

TORONTO.—During the Christmas season several local merchants were victimized by a bogus check swindler, purporting to be a newspaper man. The checks were unusually well devised to delude the unsuspecting merchant, having specially printed on protective paper the greeting, "Wishing you a Merry Christmas and Happy New Year." Up to the present there has been no arrest.

### Brompton to Remodel Plant?

TORONTO.—Persistent rumors are afloat to the effect that the Brompton Pulp & Paper Company is contemplating the reconstruction of some of its machinery to manufacture more newsprint, which the present demand and future prospects would seem to make the most profitable of products.

### One of Eight Editors Elected

TORONTO.—Of eight newspapermen who ran for civic honors in the recent municipal elections here, only one was successful, and he was Major Bert Wemp, D.F.C., of the Evening Telegram staff, who was elected to the Board of Education. He headed the poll for his ward, defeating one of the oldest members of the Board.

## THREE MILLS FOR PORT ARTHUR

Paper and Pulp Enterprises Planned—New Wood Grant in Nipigon

(Special to Editor & Publisher)

TORONTO.—A pulp wood limit of 1,220 square miles in the Nipigon district has been secured by the Provincial Paper Mills, Ltd. The directors, it is understood, will go ahead at once with the construction of a paper mill and an addition to its pulp mill, which has now a capacity of fifty tons a day. A bond issue of \$3,000,000 has been authorized to finance the new work.

According to a report from the directors of the Kamistiquia Pulp & Paper Company, a bond issue is being arranged to provide for an increase in the capacity of its plant from twenty-five to a hundred tons a day.

The John Stirrett Company, which took over the big plant of the Port Arthur Wagon Company recently, announces that Chicago capitalists have financed a pulp mill of one hundred tons a day capacity, and that the establishment of this industry will be commenced without delay. These three enterprises will make Port Arthur one of the largest pulp and paper centres in the Dominion.

### Wider Field for Chemical Paper

TORONTO.—The name of the Canadian Chemical Journal has been changed to Canadian Chemistry and Metallurgy and its field correspondingly extended. Its publishers, the Westman Press, Ltd., To-

ronto, have established the Canadian Dye and Color User, devoted to color interests in the textile, paint, ink, rubber and paper fields.

## NEW LIFE IN PERIODICAL BODY

Dominion Magazine Heads Meet Under New Manager at Toronto

(Special to Editor & Publisher)

TORONTO.—Following the appointment of M. J. Hutchinson as manager of the Canadian National Newspaper & Periodicals Association, new life has been put into that organization. To revive interest a meeting of the Business and Technical Sections was held at the National Club here January 6, with practically a 100 per cent representation of members. The chair was occupied by T. S. Young, general manager, Hugh C. Maclean, Ltd., and the president of the association, Acton Burrows, was also present.

A verbal report on the work of the Postal and Parliamentary Committee was presented by H. T. Hunter, vice-president, Maclean Publishing Company.

Following Mr. Hunter, Mr. Burrows told of the steps that had been taken by the committee to prevent the government from levying a sales tax on advertising matter inserted in trade newspapers and other periodicals. This he regarded as one of the most important achievements of the association.

## PRINT COMMITTEE SUSPENDED

Eighty-Nine Papers Relieved, Chairman Tufford Reports

(Special to Editor & Publisher)

ST. PAUL.—Wil V. Tufford of Clinton, Ia., chairman of the National Committee on Newsprint Supply, has made the final report of that committee, which went out of existence on Jan. 1. Mr. Tufford has been the active force in handling the work of this committee, the other members being Charles I. Stewart, chairman Newsprint Committee, Southern Newspaper Publishers' Association; H. C. Hotaling, executive secretary National Editorial Association; Wallace Odell, New York Associated Dailies, and E. J. Hancock, president Indiana Press Association.

In all 89 papers were relieved, one each in Arkansas, Oklahoma, South Carolina, Texas, West Virginia and Iowa; two in Alabama, two in North Carolina and two in Illinois; three in Florida, five in Indiana, 39 in Kansas and 30 in Missouri. The paper distributed was donated by the larger newspapers, the greater portion of it coming from Victor Lawson of the Chicago Daily News. In referring to it the chairman says that he believes "all of the paper was honestly distributed and that, while it is quite probable that some were not allocated papers who really deserved it, so strict were the rules and so small the amount of tonnage for so wide a territory, that the strictest of rules were found necessary."

### Vancouver Job Printers Strike

VANCOUVER, B. C.—On January 5, the printing shops of Vancouver shut down as a result of the job printers' strike for higher wages. The men are asking for \$60 and a 42-hour week. The master printers offered them the existing scale of \$40.50 for 1921, but this was refused.

### Livesay Undergoes Operation

TORONTO, Ont.—J. F. B. Livesay, general manager of the Canadian Press, Limited, has just undergone an operation for appendicitis and kindred troubles.

## BRITISH COLONIAL TRADE NOTES

EIGHTY recently visiting delegates met New South Wales experts in a convention for the purpose of discussing all phases of advertising. Governor Sir Walter Davidson declared the convention open. The keynote of the conference was: "Truth in Advertising."

New Zealand dailies are now 2d. instead of 1½d.

The price of the Sydney Referee is increased from 4d. to 6d.

The Ad. Club of Victoria is now the Victorian Institute of Advertising Men.

No appreciable relief in the paper shortage is anticipated for some time to come.

At the annual meeting of the New South Wales Institute of Journalists, the president, T. W. Heney, was re-elected.

An arbitration decision was arrived at that the six years' experience required of a fully-paid reader did not include his time as a junior.

Journalists accompanying the Prince of Wales in Australia were assessed Income Tax by the Commonwealth on what they earned while there.

T. D. Wanless, editor of the Thistle, a Scottish national newspaper published in Victoria, is the oldest working journalist in the Commonwealth.

It is understood that the Commonwealth Government has under consideration a new scheme for the payment of bounties on paper pulp produced in Australia.

T. M. Rose ("Hotspur"), of the Sydney Sportsman, has resigned the editorship of that paper, with which he had been identified for twenty years.

The Commonwealth Ministry has endeavored to arrange with the Canadian Paper Mills for the supply of newsprint paper required by the Australian provincial Press.

The Australian Provincial Press Association has proposed that the import duty on newsprint should be charged at a flat rate of 50s. per ton, or on the home consumption price in the country of origin.

Australian Paper Mills Co., Ltd., and Sydney Paper Mills Co., Ltd., were to be taken over by a new company called the Australian Paper & Pulp Co., Ltd., with a nominal capital of £950,000 in £1 shares.

A motion has been made for a Royal Commission to report concerning the use of Commonwealth and State instrumentalities by or on behalf of the owners of daily newspapers published in the capital cities of Australia.

An appeal in case of the Perth (Western Australia) Daily News, Ltd., vs. the Australian Journalists' Association against a fine imposed for having failed to furnish to the general secretary of the A. J. A. certain entries in pursuance of an award, was upheld.

A new daily paper, the Eastern Mail, is advertised for Delhi, India's new capital. The Indian Printing and Publishing Company, Ltd., are the proprietors and a building had been acquired in the civil lines at Delhi.

The Burma Government contemplates establishing a Government newspaper "in which it can expound its policy and confront attacks on it, which are made with the object of undermining its authority." The estimated cost of this new paper is put down at something under Rs.40,000 per annum. Many people think the paper unnecessary, as there is already an official Gazette published weekly in Rangoon, in which government news could be printed, whilst communiqués are constantly sent to all newspapers and are published free of cost to the government.



## TIME FOR BIG ADVERTISING IS WHEN BUSINESS STARTS UPHILL

**Wright of A. N. A. Tells Six-Point League Sales Can't Be Made on Eve of Trade Slump—Newspapers Got \$250,000,000 in 1920, Thomson Estimates**

MONT H. WRIGHT, of John B. Stetson Company, Philadelphia, the new president of the Association of National Advertisers, made his first appearance as a speaker since his election to office, at the January luncheon of the Six-Point League at the Hotel McAlpin on Tuesday. His subject was "Newspapers from the Viewpoint of a National Advertiser."

In introduction he said that in his opinion the present method of basing the advertising appropriation upon the results obtained the previous year, was entirely wrong. The basis for the appropriation, he contended, ought not to be based upon past history, which is dead and gone, but upon present conditions. In other words, the advertiser should first decide upon the fundamental position and trend of general business.

He argued that "it is just as fatal to launch a big advertising campaign on the eve of a business decline as it is to buy a big line of stock at the peak of a falling market. The time to advertise heavily is when business is gathering strength for a period of industrial, commercial and financial prosperity."

### Make Advertising the "Governor"

Mr. Wright believed that, handled in this way, advertising would act as a "governor" on business and help to keep our industrial growth normal, instead of plunging up and down, as it now does, with more violent fluctuations than in any other commercial nation in the world. He blamed the advertising men for our nervous panics and depressions which are hastened by enormous advertising placed at the wrong time, namely, at the top of the hill instead of near the bottom. Continuing, he said:

"If you place an advertisement prepared in harmony with the soundest principles known in a territory that is flat on its back, you won't get satisfactory results and the advertiser will say that it is 'a gamble, anyway.'"

"Of course it's a gamble, and always will be so long as we devote all our attention to preparing the advertisement and none to placing it. A rifle is no better than a popgun if you are going to whirl it around three times and fire with your eyes shut. The strongest copy ever written on the best-finished product ever made won't sell goods in a desert.

### The Controlling Factors

"Advertising men have sometimes complained that it seems well-nigh hopeless to attempt making advertising more scientific, because their recorded results are so inconsistent and contradictory, the reason being that they have neglected to take into account the greatest factor of all, namely, fundamental conditions. I have tried the experiment time and again; I have taken identically the same advertising and sent it into areas of prosperity and areas of depression; I have taken identically the same locality and have advertised there in identically the same way at one time when conditions were right, and again, at another time, when conditions were wrong, and I know; on the basis of actual experience covering years of practical advertising, that the controlling factor which determines results is not the advertising itself, but the time when it appears and the situation which it encounters.

"Moreover, when you come to buy space, place your money in territory

which is enjoying real, sound prosperity.

"If I wanted to make a reputation as a marvelous copy writer and a masterly judge of mediums, I would do the best I could with these important details, but my big work would be to follow fundamental conditions and profit accordingly. You can't sell goods to a man when he is broke; and, what's more, you wouldn't if you could; the money comes easy 'when the goose hangs high.' That, in my opinion, is the great law of publicity and the real answer to the question of when and where to advertise."

In closing, Mr. Wright told his hearers to take advantage of the present opportunity. It was their duty to restore business confidence, which they so largely helped to destroy, through editorials, news articles and solicitation. By so doing, business in general, and newspaper advertising in particular, and most important of all the public, would be benefited.

### 1920 Newspaper Advertising

W. A. Thomson, director of the Bureau of Advertising of the A. N. P. A., the second speaker, said that the object of national advertising is to sell goods to the consumer and at the lowest possible price.

Between \$200,000,000 and \$250,000,000 was invested in newspaper advertising during 1920. Estimating that the amount of white paper consumed by the newspapers during 1920 was approximately 1,900,000 tons, and that 6 cents a pound was the average amount paid, the total cost was \$230,000,000, which about equals the amount paid for advertising. In 1910 the amount paid for advertising was \$40,000,000.

## REVISING LIBEL LAWS IN OKLAHOMA

(By Telegraph to EDITOR & PUBLISHER)

OKLAHOMA CITY, Jan. 8.—Revision of the State libel laws will be asked by the Oklahoma Press Association, it was decided at the closing session of the quarterly meeting of the association Saturday. A legislative committee was appointed to draw up a bill to be presented to the present session of the legislature, revising the law governing newspaper libel, which they declared to be so vague and indefinite as to leave the construction of it up to the jury in each individual case.

The committee will consist of Richard Elam, president of the association; E. S. Bronson of El Reno, secretary; H. G. Spaulding of Shawnee; Harry Gildstrap of Chandler; and W. R. Martineau of Oklahoma City.

The legislative committee was also instructed to draw up a bill requiring city commissioners and city councils to publish all of their proceedings, so that the public may be fully informed of all transactions made by city governments. Other legislation which will be asked by the association is a revision of rates governing legal advertising, such as the publication of initiative and referendum petitions, resale descriptions, and other forms of legal advertising. The present rates, which average about 15 cents an inch, were declared too low. The Association voted to continue its club house, or editors' home, at Medicine Park. The home has scarcely been in

use since its purchase and steps will be taken at the next meeting of the Association in May to determine the use to which the clubhouse will be put. An endorsement for its upkeep probably will be voted, it was suggested at the meeting.

It was also agreed that in future conventions the first day's session will be divided into a series of round table meetings of members whose interests are most closely allied. The plan would include separate meetings for proprietors of weekly papers, proprietors of dailies and proprietors of job printing plants. The next meeting in El Reno will be a three days' session.

### Reorganize Southwest Trade Body

DODGE CITY, Kan.—A complete reorganization of the Great Southwest Association will be effected shortly to have each town represented on the directorate, instead of each one county, as at present. The association is conducting a large advertising campaign in many of the eastern newspapers and magazines, seeking to attract settlers to southwestern Kansas, northwestern Oklahoma and southeastern Colorado. Another plan contemplated a three-year program of advertising for the association.

### Buys Oklahoma Farm Paper

TULSA, Okla.—Richard Elam has purchased the Interstate Farmer from M. C. Harper, of Muskogee, and has moved the paper here from Muskogee.

### Free Press Xmas Fund \$5,005

DETROIT.—The Christmas fund of the Free Press, which has been conducted for a great many years, this year set a new record, \$5,005 being raised for charitable purposes.

## SURPRISES PROMISED AT FRANKLIN DINNER

**Karl Bloomingdale and Poor Richard Committee Expect 1,000 Guests and Keep Secret Plans of Entertainment**

(Special to EDITOR & PUBLISHER)

PHILADELPHIA.—The sixteenth annual dinner of the Poor Richard Club will be held next Monday evening, January 17, in the ballroom of the Bellevue-Straford. And like all these Franklin birthday anniversary dinners of this famous club of advertising men, this coming event will be a hummer—as a dinner and as a vehicle for introducing novelty stunts, decorations, etc.

From the moment the 1,000 guests enter the lobby outside the ballroom until the wee sma' hours of the morning after, they are due for a succession of surprises. Karl Bloomingdale, the president of Poor Richard, is not only a successful advertising man but is known as an entertainer of rare ability. He will be the director general of the entire affair, ably assisted by a competent committee, all of the members of which have been working for a full year on next Monday evening's celebration.

### SALMON PACKERS ADVERTISE

**Newspapers and Magazine Campaign to Sell 1919 and 1920 Stocks**

(Special to EDITOR & PUBLISHER)

SEATTLE.—An aggressive advertising campaign is to be launched shortly throughout the United States in newspapers and magazines by the Association of Pacific Fisheries. Decision to invoke the printed word to rescue the salmon industry from the serious situation it now finds itself in was reached at a meeting of salmon packers representing all sections of the Pacific Coast held in Seattle.

More than 2,500,000 cases of salmon packed in 1919 and 1920 still remain stored; pink and chum salmon is selling at from 50 to 75 per cent of what it cost to produce it; 60 per cent of the packers are on the verge of "going broke," and the market is at a standstill—these were some of the salient points brought out at the meeting.

After discussing all angles of the status of the salmon industry—an industry having \$150,000,000 invested on the Pacific Coast with Seattle as headquarters—it was determined to enlist the support of all packers in a spirited campaign of exploitation, particularly for the cheaper grades of salmon. It is planned to inaugurate the advertising campaign before Lent with an initial fund of \$100,000.

### Boston Herald Making Improvements

BOSTON.—Alterations and an addition are being made to the Boston Herald printing building at Avery street, Boston. The contract has been awarded to E. A. Abbott Company. The architect is Henry Bailey Alden of 15 Exchange street, Boston.

### Frolic for Providence Journal

PROVIDENCE, R. I.—The Providence Journal family will hold its first annual winter frolic and banquet at Elks' Auditorium January 24. In connection with the frolic the staff is getting out a comic edition.

An advertisement in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK, to be issued January 22 as a part of a regular edition, will work for you every day in 1921.



## SHAKE UP OF DESK MEN IN WORCESTER

Purchase of Gazette by Telegram  
Causes Realignment of Editorial  
Staffs—Gazette Staff Dinner  
Host to G. F. Booth

(Special to Editor & Publisher)

WORCESTER, Mass.—While the purchase by the Telegram of the Evening Gazette has brought no change in the number of employes on the two papers, there have been several shifts in editorial assignments on the Telegram during the past week. E. S. Irwin, who has been associated with the Telegram in various capacities for more than 20 years, has become managing editor, succeeding R. R. Johnson, who has taken charge of the copy desk. Mr. Irwin for the past several years has been county editor. Mr. Johnson, who began his career on the paper, left several years ago to go on the copy desk of the Boston Globe, returned a year ago as city editor of the Telegram.

Daniel N. Pickering, a former county editor, who has been helping out on the copy desk for the past few years, returns to his old position and Francis P. Murphy continues as assistant county editor. James F. Estes, who has been head of the copy desk for years, continues on the desk with Mr. Johnson.

Victor N. Friar, who left the financial editorship several months ago to become associated with a bond agency, has returned to his old position and Roland L. Finley, who has been holding down the financial desk during his absence, goes back to his old assignment on industrial and commercial news.

Gus Corbin, who has been substitute night city editor, has been transferred to the Sunday department and George J. Lemmer, who has the city hall beat, takes his place as substitute on the night desk. E. Clifton Moore, who has been staff correspondent in Holden, has come in on the sporting staff.

H. M. Sawyer, who was city editor for 20 years, has been placed in full charge of the morgue and library which is being prepared for the paper.

Clinton P. Rowe, day city editor; James H. Guilfoyle, night city editor; Nason H. Arnold, Sunday editor, and Peter F. Duggan, sports editor, continue in their present capacities under Mr. Irwin. Roland F. Andrews is editor-in-chief of both the Gazette and Telegram.

WORCESTER.—Employees of the Evening Gazette gave a testimonial banquet to George F. Booth, retiring publisher and editor, January 6 at the Hotel Mack-Hale. Five repetitions of "The Gang's All Here" were necessary to give vent to the team spirit and punctuate the good words for the boss before the 120 diners reluctantly parted with "Auld Lang Syne."

City Editor Nicholas J. Skerrett was master of ceremonies for the stunts and variety features and his colleagues on the committee of arrangements were R. Stanley Woodward and John O'Brien. Robert J. Smith led the singing. There was music by the hotel orchestra.

The biggest hit was a scene in the publisher's private office in which Mr. Skerrett impersonated Mr. Booth and Stanley Woodward in a variety of costumes appeared as the reporters and other members of the editorial staff summoned in turn to the sanctum. Mr. Skerrett turned the program over to Managing Editor Joseph C. DeWolfe for the serious business of the occasion.

William J. Larkin, the oldest member of the editorial staff in point of service, presented Mr. Booth with a silver loving cup suitably inscribed, a gift from every employe of the paper.

Mr. Booth, remarking that the members of the Gazette staff had put something over on him at last,



J. W. DE WOLFE

is gone. Mr. Nutt is

by name to several of his oldest employes. Referring to the many changes in the city in his 21 years as publisher of the Gazette, he said:

"My passing from the control of the Gazette in a way marks an epoch in Worcester. The Spy gone and Mr.

Moriarty, A. P. Cristy has retired. The editors and directors of the newspapers of this town for 20 years past have all passed out of active control. It is a new day—perhaps a better day.

"Mr. Carnegie said that the secret of his success as a steel master was his ability to surround himself with men smarter than he. I possess no special brand of leadership except one: That I have been smart enough to associate with me this wonderful staff. It is you people who have made the Gazette what it is and given me what reputation I have built up a great newspaper. For your reputation, for your reputation and for the reputation of the Gazette I want you to give your new employer the same kind of loyalty you have given me."

### Decatur Review Rewards Students

DECATUR, Ill.—The Daily Review recently awarded prizes and honorable mention to the students of Decatur High School who took part in its annual story contest, which is in its twenty-fifth year. The prizes totalled \$20 and interest in the contest was keener than in any year since its establishment in 1896.

### Hardy Sells Texas Paper

SNYDER, Tex.—J. S. Hardy, who has been editor and publisher of the Snyder Signal for the last ten years, has sold his interests to W. R. Bell, who has taken charge as editor and publisher.

## WHO SHALL CONTROL THE PRESS?

ANN ARBOR, Mich.—Lowell J. Carr, former state editor of the Detroit Free Press, stirred up an animated discussion at the convention of Michigan journalists, held at the University of Michigan here by his paper on "Who Shall Control the Press," in which he alleged that the business office controls the editorial policy of the modern newspaper, declaring:

"All reform influences from within the newspaper business can function only within the limits of toleration imposed by the business community. Revolts of subscribers, endowment of newspapers, establishment of university newspapers, signing of articles and licensing of newspaper men seem to me futile to bring the press as a whole to a more social-minded performance of its obligation to the community at large.

"What would be effective, however, would be an increased sense of social obligation on the part of all groups of society, the business community among the rest. This might express itself by extending the concept of common carrier to the newspaper business.

"Why not lay down conditions on which all socially important news can find access to public opinion? We might require newspapers to accept and publish advertisements from any one who offers them with the cost of publication, or we might permit a court to declare a given subject a matter of social controversy and require all papers within a certain radius to devote a certain proportion of their space in every issue for a certain time to a fair presentation of both sides of the subject at issue. Any such plan would, of course, require drastic revision of our libel laws to free the involuntary publisher from the consequences of the publication."

Lee White, of the Detroit News, took exception to practically every point made by Mr. Carr, and especially to the idea that the business office controlled the editorial policy of the paper. He said he believed any attempt to correct the weak-

nesses of the press through legislation would be unfortunate, and contended that, instead of the paper being dependent upon the advertiser, the advertiser was dependent upon the paper.

A. W. Stace, editor of the Grand Rapids Press, backed Mr. White's criticism of Mr. Carr's paper, disagreeing with the latter in regard to the dependence of the paper on advertisers. He said that in his paper, when it became necessary to reduce the number of pages, and it was a question of cutting either news or advertising to fit the reduced amount of column space, it was the advertising which was curtailed.

Another paper which stirred up considerable discussion was read by Alfred Lloyd, dean of the graduate school of the University of Michigan. He took as his subject "Newspaper Conscience." The dean said that, thanks to the war and the recent political campaign, there was an unsettled condition in all departments of life and not much sign of anything which could be called conscience in the press.

After those present had adopted a constitution and by-laws Friday afternoon, James Ottaway, editor of the Port Huron Times-Herald, was elected first president of the club. Other officers elected were Stuart H. Perry, of the Adrian Telegram, vice-president; Prof. J. L. Brumm of the University of Michigan, secretary; and Harlan H. Johnson, managing editor of the Ann Arbor Times-News, treasurer.

Professor F. N. Scott told of an Utopian dream of his of a day when an editor-in-chief or newspaper owner would be trained in special schools in the same way in which reporters, copy-readers and editorial writers are now trained in schools of journalism. The two things which Professor Scott would impress upon his pupils in this Utopian institution would be that a newspaper is not private property, but a social institution, and that journalism is a profession, and never a trade.

## PORTLAND WOOD SEASON CLOSES

Ships Landed 85,000 Cords and This Year Is Expected to Top Mark

(Special to Editor & Publisher)

PORTLAND, Me.—The arrival here a few days ago of the steamship Lake Gatun from Dalhousie, N. B., marked the close of the importation of pulpwood to this port from Canada for the season and brought the total pulpwood importations up to 85,000 cords, the largest amount imported at Portland since 1914, when the ships brought about 100,000 cords here.

Importation of pulpwood commenced May 24, and since that date seventy-four ships landed at Portland from Canadian ports with pulpwood. The severe winter weather and ice conditions in the Canadian harbors at present make it impossible to continue shipping. Vast quantities of pulpwood were brought to Portland by American ships making their maiden voyages, as ships built on the Great Lakes have stopped at New Brunswick, loaded cargo and proceeded to Portland. All the pulpwood brought there has been consigned to the International Paper Company and the Oxford Paper Company.

Officials of the Portland Wood Handling Company say that the outlook for heavy shipments of pulpwood to this port this year is very bright and that the high mark of 1920 may be exceeded.

## FORTY LBS. PER HEAD PER YEAR

Kellogg Tells House Committee Year's Paper Totalled 13,000,000 Miles

(By Telegraph to Editor & Publisher)

WASHINGTON, Jan. 7.—The average American now uses 40 pounds of newsprint annually, it was said here today by R. S. Kellogg of New York, who appeared at the hearings on the national forestry program before a sub-committee on appropriations.

"The people of the United States are the greatest readers of newspapers in the world," said Kellogg. "From using three pounds of newsprint per capita per year about forty years ago the American people now use close to forty pounds per capita per year. If the newsprint used in a year could be put in one roll of the regulation width for newspapers and unrolled it would reach 13,000,000 miles. Astounding figures you will say, but it shows how the American people are reading newspapers."

### Changes in Sherman Newspapers

SHERMAN, Tex.—J. M. Harris, for a long time editor of the Sherman Courier, but a resident of Texarkana for the last two years, will return to Sherman shortly to accept again his position on the paper to which he was recently elected by the management. Since coming to Texarkana, Mr. Harris has been connected with local newspapers. P. S. Hunter of this city who recently bought the Whitesboro News-Record has moved with his family to that city. He was a resident of Sherman for nearly forty years.

### Cates Goes to Marshfield

MARSHFIELD, Ore.—L. A. Cates, former owner of the Coquille Sentinel, has been appointed editor and business manager of the Daily News, formerly the Evening Record. The plant, which is owned by a syndicate of business men, will be enlarged and moved into a fire-proof building.

The names of the advertising managers of all daily newspapers in the United States will appear in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK—out January 22.



CAPT. R. F. ANDREWS

## OLD LUMBER FIRM MAKES NEW SALES BY NEWSPAPER ADVERTISING

Service and On-Time Deliveries Emphasized in Lloyd Campaign Which Will Run Indefinitely in Philadelphia After Year's Success

By EDWARD MUSCHAMP

PHILADELPHIA.—A newspaper advertising campaign that can be studied with profit by every newspaper publisher and advertising manager throughout the country, is that of the William M. Lloyd Company of this city. For more than a year this concern has been conducting a campaign in the Philadelphia newspapers that has been both unique and profitable.

In a word, the Lloyd Company, which is one of the largest retail lumber concerns in the East, has, through its newspaper advertising, been selling Lloyd Service, and, in turn, through this service advertising campaign, the Lloyd salesmen have been increasing the sales of Lloyd lumber.

### Basis of Advertising

The William M. Lloyd Company had been in business fifty-one years when it began this newspaper campaign a little over a year ago. Up to that time the company, like practically all lumber concerns, had looked upon advertising, outside of the trade papers, as something that was all very well for manufacturers of soups and talking-machines and automobiles, but of little or no importance in the business of selling lumber.

As a basis for the advertising, various points were suggested and eliminated. The question of prices was given careful consideration and as a keynote laid aside. The matter of the quality of the lumber was given equal consideration and it, too, was, as a keynote, laid aside. It was decided that there was not sufficient price and quality advantage to the retail dealer and builder to make either of these subjects the basis of an advertising campaign designed to do what the Lloyd campaign was aiming to accomplish. It was true that at times retail dealers and builders found price and quality advantages in buying Lloyd lumber. But on the whole, the Lloyd officials, taking a broad and liberal view of their competitors, realized that there were many other dealers in their field who were also selling lumber of a very similar quality, at prices that were very fair and advantageous to the retail dealers and builders.

### Decided to Tell the Public

But there was one very distinctive and decided phase of the Lloyd Company of which the officials were justly proud. This phase of the business comprised all those elements which, when combined in any business, make for efficiency in organization, which, in turn, makes possible the maintenance of on-time deliveries that are so essential in any line. In a word, the Lloyd Company believed that it was service over and above everything else, that their company felt that it was rendering to its customers, which was the corner-stone of the company's success.

For fifty years the company had been adding to and perfecting Lloyd Service. By studying their organization in all its many departments, by eliminating waste and lost motion here and there, and substituting efficiency, they had developed an organization which had enabled them not only to assure, but to guarantee to customers that an order placed with them not only meant that the customer would get the best quality of material for the purpose to which it was to be

put, and at the lowest market price, but that, granting that he got all of this, he could, within human limitations, bank on receiving his lumber in quantities as he wanted it, and on scheduled time—two elements that are of the utmost importance, particularly to contractors.

So it was decided to tell the public, through the Philadelphia newspapers, just what the Lloyd service was, how it had been developed and what it meant to the builder and the retail dealer, and through them, to the public at large.

Obviously, such a goal could not be achieved through the occasional use of big space that, like a rocket, flared up for a brief period and then went out—to be followed only from time to time by other rockets equally short-lived. What the Lloyd Company was seeking to do could be accomplished only by practically continuous advertising, week in and week out; with a typographical layout sufficiently standardized to identify each piece of copy; but, withal, a newness and freshness about each piece of text sufficient to compel the reader's attention and to command his interest. The space decided on was two columns wide by 100 lines deep. A simple but definite border was approved. The Lloyd trademark was given a fixed place in every piece of copy, and a size and style of type decided upon.

The adoption of these standardized forms not only served the purpose of a cumulative effect, but simplified very decidedly the preparation of each advertisement. Before any copy was written,

Lloyd Service was carefully analyzed and studied from every possible angle. In this way points were selected and arranged in the proper order for presentation.

After the campaign got under way, new service points developed from time to time, and these were taken up in the advertisements and talked about in a brief, human-interest way. Occasionally one of the ads explained some peculiar condition arising in the trade and affecting, to some extent, the company's service, which naturally the company felt should be made known and made clear to its customers. Once in a while a touch of humor was injected into the copy to emphasize some point or other that by its nature lent itself to such treatment.

This lumber advertising has been running now for a year. By so arranging the schedule of insertions, a brief message of Lloyd Service has been reaching the public practically every business day for more than fifty-two weeks. The company plans to continue the advertising indefinitely.

### Analysis of Results

As to the results obtained, they have been of a varied and very practical nature. References to the advertising are constantly coming into the Lloyd Company from its trade, through correspondence, through phone messages, and through conversations between the salesmen and their customers. The general tenor of this comment has been of a very complimentary nature. And the significance of this is, of course, much deeper than the foregoing statement might indicate. In reality it means that the Lloyd Company is daily getting closer to its customers and growing in their confidence.

In the matter of new business, the results of the advertising have been of a most practical and concrete character. One of the officials of the company said that before the advertising campaign was started, they regarded one new ac-

count a week as very satisfactory progress. During the past year, new accounts have been coming in much more rapidly, until now the company wonders what is the matter when one new account does not come in every day.

The Lloyd salesmen have been having some very interesting experiences since the advertising campaign has been running. In a number of instances prospects that, for reasons which the salesmen were never able to fathom, had remained impervious to their best selling talk for years, have within recent months become Lloyd customers. Probably it would be impossible to point to any one or three or four of the ads and say "this one," or "these three advertisements," made a customer out of any particular prospect. But one cannot escape the conclusion that in such cases the repetition of Lloyd advertising, day in and day out, week in and week out, has had its effect—has made retail dealers and builders better acquainted with the Lloyd organization and all that it stands for, and has made it possible for the salesmen to get the accounts.

In every city and community, and in practically every well-known line, there is at least one concern corresponding in character and standing with the Lloyd Lumber Company of Philadelphia. And what the Lloyd Company has been doing through its service campaign in the Philadelphia newspapers, at least one other concern—either in lumber or in another line—can do in its locality with equal success.

### Press Club Dines Benedict

PITTSBURGH.—Press Club members held a dinner on January 8 at their rooms in the Nixon building, in honor of Percy Warwick, the club's most recent benedict. J. E. McKirdy, president of the club, was toastmaster and on behalf of the guests presented Mr. Warwick with a case of silver. Mr. McKirdy later in the evening presented to the club autographed photographs sent to the club of President-elect Warren G. Harding and Sir Percival Phillips, the war correspondent, both of whom are life members of the club. Mr. Phillips sent the picture from Athens, Greece, where he was sent to cover the return of King Constantine to the capital.

### Heacock Gets \$900 Verdict

BUFFALO.—A verdict for \$900 was awarded Lee F. Heacock, Buffalo newspaper man, in his suit for \$5,000 brought against the New Age Publishing Company for alleged breach of contract. Mr. Heacock claimed the New Age, a Socialist publication, violated its contract with him by refusing to renew an agreement under which he obtained commission on advertising.

### Credit Managers Organize

The Association of New York City Newspapers' Credit and Adjustment Managers has been organized with twelve charter members. Arnold Sanchez, of the New York Times, has been elected chairman to serve until a regular election of officers.

### "Bat" Masterson's Father Dead

WICHITA, Kan.—Thomas Masterson, 97 years old, an Indian fighter and father of "Bat" Masterson, writer for the New York Morning Telegraph, died January 12.

### Seaman Host to Baron Rosen

Baron Rosen, formerly Russian Ambassador to this country, was the guest at a dinner given by Frank Seaman at the Lotos Club, January 13.

## PHILADELPHIA PRESS ALUMNI RE-UNION

PHILADELPHIA.—There will probably be 150 former members of the staff of the old Philadelphia Press at the reunion dinner to be held in the Gold Room of the Adelphia Hotel, January 15. And in this notable gathering will be representatives of every "administration" since the days of the Civil War. There will be old men who started their careers as journalists under the late Col. John W. Forney, and there will be cubs who were breaking into the game when the paper was absorbed by the Public Ledger this past October.

There will be ex-Press men gathered 'round the festive board who have risen to positions of eminence in journalism—and who are still in the harness; men who are directing the affairs of our states and municipalities, successful and widely read novelists, prominent dramatists, and noted and successful professional and business men.

This dinner will, in all probability, be the most remarkable gathering of its kind in the history of American journalism. For the Philadelphia Press, particularly in its heyday, was a veritable training school for newspaper men and its graduates into the world of journalism have achieved success and prominence in practically every big city in the country.

Col. George Nox McCain, now a special writer on the staff of the Evening Public Ledger but for many years one of the Press' star men, will be the toastmaster. The speakers will include Brad-

ford Merrill, general manager of the Hearst newspapers; Henry L. Stoddard, publisher and editor of the New York Evening Mail; Oswald Garrison Villard, editor and publisher of the Nation and the Nautical Gazette and for many years publisher of the New York Evening Post; Cyrus H. K. Curtis, owner and publisher of the Philadelphia Ledger and head of the Curtis Publishing Company; Gov. William C. Sprout, of Pennsylvania; James O. C. Duffy, for many years dramatic critic of the Press and known to newspaper men, theatrical people and literary folks throughout the country; Prof. John Dennis Mahoney, of the West Philadelphia Boys' High School; William W. Long, former city editor and sporting editor, now member of the Pennsylvania Legislature; Karl Bloomingdale, president of the Poor Richard Club; Alden March, of the editorial staff of the New York Times; Dean Hoffman, editor of the Harrisburg Patriot and the News; Ben Gordon, veteran city editor and probably the most popular man that ever worked on the Press; George G. Pierie, now a city official but a reporter on the paper more than fifty years ago; Dr. Talcott Williams, director-emeritus of the School of Journalism of Columbia University; Thomas Richter, the last city editor and now director of publicity of the Chamber of Commerce; Ralph Paine, the novelist, and Charles M. Lincoln, the publisher of the New York Herald.



## SPECIAL I. D. P. A. CARS FOR SOUTHERN TRIP

Plans Being Worked Out with N. E. A.  
for Solid Inter-Association Train  
on Florida-Georgia-Alabama  
Tour in March

(Special to Editor & Publisher)

CHICAGO.—Willard E. Carpenter, chairman of the Inland Daily Press Association board of directors, is handling the details for the I. D. P. A. members' March visit to the South in co-operation with H. L. Williamson, secretary of the Illinois Press Association, and H. U. Bailey, of the executive committee of the National Editorial Association. Mr. Carpenter says:

"Our committee favors going over the Louisville & Nashville Railroad, instead of the Illinois Central. Mr. Williamson advises me that he has written to Secretary Schlosser, of the N. E. A., to join up with us over the 'L. & N.' in a solid I. D. P. A.—N. E. A. train. I have arranged with the Pullman Company for two sleepers for the Inlanders exclusively. This insures everyone the privacy of his own room, which may be retained from start to return. The cost will be approximately \$2 per day per person, which is less than hotel rooms. I should like to hear from Inland members with regard to their views on the proposed trip.

"The following letter received from F. J. Cramton, publisher of the Odd Fellow, proprietor of the Cramton Lumber Company, of Montgomery, Ala., and a prominent member of the N. E. A., gives an idea of what a welcome is in store for the editorial party in Alabama. Mr. Cramton says:

"The Chamber of Commerce advises me that the Inland Daily Press Association expects to join the N. E. A. in their trip to Florida, and Mrs. Cramton joins in our invitation to the Inland Daily Press Association to visit us in our own home town, where we will do our best to make the members have a pleasant visit. We will be joined by the Chamber of Commerce of Montgomery and the management of the great Booker T. Washington school at Tuskegee. Knowing the great rush that newspaper editors are usually in, I presume the party would want to visit both places in the same day, which can be done by having the entertainment at the school in the evening, the inspection of the school in the afternoon, Montgomery to be visited in the forenoon, with breakfast and luncheon here, and dinner at the school. I was at the school Thanksgiving, attending the religious service, heard the choir of 150 voices, and saw the student body of 3,000; later witnessed the students in their great dining hall, and I assure you that it is a wonderful sight and one never to be forgotten. Dr. Moton, the principal, is very enthusiastic about your visit and will have the school give a great entertainment for the visitors.

"For Montgomery, I can only say that we will do as other cities do, dine you and show you our best. The party will have a different idea of the South than many of them have now, and a different idea of the South from what they will have if they see nothing but Florida, with all due respect to Florida. Mrs. Cramton and I want to assure you and the Association that our latch hangs on the outside at all times to all the members of the association."

"W. F. Black, general secretary of the Montgomery Chamber of Commerce, in another letter backs up Mr. and Mrs. Cramton in everything they say about Alabama's desire to entertain the Inland Association.

"Florida's and Georgia's invitation to the Inland Association comes from George E. Hosmer, secretary of the Florida Press Association, and is as follows:

"I take pleasure in extending to the officers and members of the Inland Daily Press Association an invitation to visit Florida at the time of the National Editorial Association convention, to be held during the early part of March at St. Augustine. After the session the Florida Press Association expects to take the visiting publishers and their families as its guests on the trip through Florida. All of the route is historic and scenic. The ocean and river views, fine vegetable and fruit farms as well as the historic incidents will be of special interest to the editorial party. I think the ideal way, as you suggest, Mr. Carpenter, is to go in our own chartered Pullman sleepers. You will have considerable entertainment extended to you on the way down by the various cities through which you pass. The Georgia Press Association is especially anxious to en-

tain you. From the reports I have from you and others in that territory, I expect Illinois to have one hundred members at the Florida meeting. We hope that you will all come, as we can assure you that you will have the time of your life if you do."

"It is very gratifying to members of the Inland to realize that our association has become of international importance, that a representative of the Canadian government, J. Bruce Walker, attended our last meeting, and invited the members to be the guests of Canada next summer, preferably the last of June, as everything slows up at its best at that time.

"Mr. Walker stated that he expects the Dominion Government will make an appropriation for a special train to take the Inland Press Association members and their families from Winnipeg to Vancouver and Victoria via one route and returning over another."

### N. E. A. Convention Speakers

ST. PAUL.—The following have notified H. C. Hotaling, executive secretary of the National Editorial Association, of their acceptance of invitations to attend and address the March meeting in Florida: Walter Williams, dean of the Missouri school of journalism and president of the World's Press congress; William G. Sutlive, managing editor of the Savannah (Ga.) Press, and C. J. P. Mooney, editor of the Memphis (Tenn.) Commercial Appeal.

### Paper Prices Lower in West

ST. PAUL, Minn.—According to H. C. Hotaling, executive secretary of the National Editorial Association, the last sixty days have witnessed a wonderful change in the print paper situation, especially in the Middle West. Prices have depreciated very materially. Where 13 and 14 cents was being asked, paper is now available from jobbers for \$8.70 in sheets and \$8.30 in rolls. Dailies having contracts are securing supplies around 6½ cents.

### Fire on Pejepscot Pulp Dock

BELFAST, Me.—The pulpwood discharging plant here of the Pejepscot Paper Company, at which cargoes of pulpwood from Canada are discharged from steamers and barges for transportation to the company's paper mills at Pejepscot, was put out of commission by fire on Jan-

uary 6. The damage was estimated at \$100,000. Besides the damage to the plant, which included three big motor plants and was considered a model of its kind, 3,800 cords of pulpwood were damaged.

### JANESVILLE GAZETTE IS HOST

Staff Ends Year with Banquet—Building Is Being Modernized

(Special to Editor & Publisher)

JANESVILLE, Wis.—Using a newspaper matrix as a novel form of menu place cards, the 56 members of the Janesville Gazette family were entertained by the publisher, Harry H. Bliss, at a banquet December 30 in the Grand Hotel. Stephen Bolles, managing editor, was toastmaster. Those who responded to the toasts were H. H. Bliss, publisher; Thomas G. Murphy, advertising manager; James F. McCue, classified advertising manager; Roger C. West, circulation manager; O. C. Homberger, business manager; Fred Myhr, foreman of the composing room; Edmund P. Ehrlinger, mechanical supervisor; A. A. Hagerman, Associated Press representative; and Harriette Wheaton, telegraph editor.

Improvements of the building are being completed to make the paper thoroughly modern. The editorial staff and composing rooms will occupy the entire second story of the Gazette building. The editorial staff will occupy offices until recently used by officers of the Parker Pen Company.

### Burnet Record Plant Burns

BURNET, Tex.—Fire recently destroyed the building and plant of the Burnet Bulletin. Publication of the paper will be interrupted for several weeks until new equipment can be purchased and installed.

### To Issue Less Frequently

The Arts, a magazine recently started by Hamilton Easter Field in New York, has been changed from a tri-weekly to a monthly, effective today.

### Son in Partnership with Stone

HAWARDEN, Ia.—D. O. Stone, publisher of the Independent, has taken into partnership his son, Merle R. Stone.

## ST. LOUIS MAY DOUBLE ADVERTISING FUND

(Special to Editor & Publisher)

ST. LOUIS.—A report of the St. Louis Municipal Advertising Campaign for 1920, in which a fund of \$50,000 was expended, recommends that \$100,000 be spent in 1921. The definite purpose of the campaign was for "the development of needed industries in St. Louis and to more fully round out the city as a well-balanced industrial center," and the "advertisements were placed in a selected list of newspapers, national magazines and trade journals in localities where it was believed they would present their appeal more strongly to business executives and stockholders of definite types of industries."

Ten national magazines, eleven trade journals were used. The report says:

Four New York daily newspapers—New York World, New York Times, New York Post and New York Tribune—were used for three issues in successive weeks. The purpose of these New York advertisements was to announce the St. Louis campaign to the financial powers which probably would be called into conference before a decision was reached to establish new Mid-West plants in St. Louis.

Thirty-eight daily newspapers covering the entire New England and South Atlantic states and portions of the Central Eastern states, were used for three insertions each. It is in these sections that plants of the type sought by St. Louis are located.

Fourteen daily newspapers in South America, Cuba and Mexico were used in the Latin-American campaign of 11 weeks, running on a carefully planned schedule from Oct. 18 to Dec. 17. These papers, published in eight cities in eight different countries, are leaders in their respective sections.

Of results, the report says:

As a direct result of the campaign, three manufacturing plants have definitely announced they will remove to St. Louis. A large shoe-products manufacturing concern has purchased buildings on North Ninth street for its plant. An old and established hardware manufacturing company of Massachusetts has commissioned the New Industries Bureau, established in connection with the campaign, to close a lease on property to be occupied by its plant. A large concern making shoe findings is now negotiating for property for its factory.

Negotiations are also in progress, with every indication of success, for the erection in St. Louis of a large cotton spinning mill and a shoe-lace factory. Negotiations with several other large plants have reached a stage which give promise of success.

It is recommended that:

The advertising campaign in 1921 should be expanded to take in many points which have not been touched, looking toward the ultimate recognition of St. Louis as the country's biggest central market and distributing point.

The report is signed by W. F. Carter, president of the St. Louis Chamber of Commerce, and M. P. Linn, chairman Advisory Committee, Municipal Advertising Campaign. The whole campaign was handled by the John Ring, Jr., Advertising Company.

## NOTES OF THE AD AGENTS

INDIANAPOLIS.—Fred Millis, formerly assistant manager of the Indianapolis News, and recently head of the promotion department of the Indianapolis Chamber of Commerce, has entered the advertising agency field. His agency will be known as Fred Millis, Inc., Advertising and General Sales Counsel. "My advertising agency will not affect in any way my connection with the Indianapolis News nor the N. A. N. E. It is merely a concentration under one head of the number of activities which I have carried on during the past two years," said Mr. Millis to Editor & Publisher.

Miss Florence G. Kramer, who has been advertising manager of the Dubblin-bill Boys Clothes, Inc., and assistant advertising manager of the Bauman Clothing Corporation, both of New York, has established an advertising service in New York.

S. R. M. Hoye, formerly of the New York office of Hoyts' Service, Inc., has been transferred to the Boston office.

MONTREAL.—Chester F. Craigie has resigned as general sales manager of Ames, Holden, McCready, Ltd., shoe manufacturer of Montreal, and has entered into partnership with Ross O. Stevenson, president of Dominion Advertisers, Ltd., as vice-president in charge of sales and promotion work.

William I. Tracy, formerly of the advertising staff, and Arthur S. Garrabrant, of the service department of the Fairchild Publications, New York, have established an advertising agency, to specialize in textile manufacturers, at 31 Union Square, New York.

CHICAGO.—H. W. Dudley has been made director of research of Vanderhoof & Co., advertising agency. He formerly was advertising manager of the Atlas Portland Cement Company, of New York. Another addition to the Vanderhoof agency is Harry Burdick, formerly of Henri, Hurst & McDonald. He will have charge of the copy department.

CHARLESTON, W. Va.—The name of the Jesse H. Whiteley Advertising Agency has been changed to the Allied Crafts Service. The new organization will engage in advertising, art, photography, motion pictures and engraving. Its officers are Jesse H. Whiteley, president, and Robert L. Hance, treasurer. J. William Hazelton, A. A. Barnes and Barry L. Thompson are also associated with the new company.

Paul Wilder, formerly advertising manager of Halsey, Stuart & Co., and later a manufacturer of toilet articles, is now with the Chicago office of Albert Frank & Co.

G. Brent Neale, who was for many years manager of the Robert M. McMullen Company, of New York, and who was later with the San Francisco office of the H. K. McCann Company, is now with the United Advertising Corporation, outdoor advertising, as account executive at New York.

DETROIT.—Jonathan J. Buzzell, former advertising manager of the motor equipment divisions of the General Motors Corporation, has opened an advertising service agency in Detroit.

PHILADELPHIA.—The P. M. Allen Advertising Service has been established here by Philip M. Allen, formerly copy service chief of Clark-Whitcraft Company, Inc. Prior to that connection, Mr. Allen was for five years with the Philadelphia Public Ledger.



# COLLEAGUES HONOR JAMES G. SCRIPPS DEAD IN THIRTY-FOURTH YEAR

## Tributes Come From Friends and Associates Throughout Nation—Succeeded Father as Head of 21 Dailies and Allied Industries 12 Years Ago

(By Telegraph to Editor & Publisher)

SAN DIEGO, Cal., Jan. 11.—The death of James G. Scripps at his country home near San Diego, noted in EDITOR & PUBLISHER of Jan. 8, ended one of the most remarkable careers in the history of American newspaper work. He had and responsible head of the great Scripps newspaper organization for twelve years, conducting its affairs with conspicuous success, yet he was only 34 years of age when he died. Twenty-one important daily newspapers, published in as many different cities, with several allied newspaper industries, make up the Scripps organization.

Tributes of respect and genuine admiration and friendship were paid by executive and employes of every grade in each of these establishments when the kindly young publisher was laid to rest in Greenwood cemetery, Monday.

"Jim" Scripps, as he was known by every man, woman and boy in the organization, was the eldest son of E. W. Scripps, the founder of the Scripps organization. With his brother, John, he was trained from early boyhood to take up the heavy responsibilities of newspaper management. While he was still in short trousers he and his brother attended all business conferences at his father's home, read all business letters and papers, and studied the principles under which business is conducted.

### Inherited Father's Genius

In speaking of James G. Scripps, Milton A. McRae, the life-time associate of his father, E. W. Scripps, said:

"In the history of American newspapers, no young man of James G. Scripps' age ever held the managerial responsibilities and authority that he held for a period of years. At one time he directed more daily newspapers published in cities of the United States than any other man in America. He inherited from his father a genius that few men possess.

"He cared little for world praise or attention. His modesty and retiring manner were a marked characteristic.

"The death of James G. Scripps at such an early age is a great loss to this country."

At the age of 21, with the cordial support and approval of his father's associates, the young Scripps stepped into control of the vast industry which his father had created. The elder Scripps was in frail health and he passed the reins of active management over to his son as soon as the latter came of age.

His work was shared in part by his younger brother, but in 1914 John Scripps died.

### Had Keen Knowledge of Men

For several years "Jim" Scripps directed both the editorial and business ends of the Scripps newspapers. In 1917, Robert P. Scripps, the youngest and today the only surviving of three brothers, was made editorial director of the newspapers, a position which he still holds.

The newspapers directed by Mr. Scripps included the Cleveland Press, Toledo News-Bee, Cincinnati Post, Akron Press, Columbus Citizen, Evansville Press, Terre Haute Post, Des Moines News, Oklahoma City News, Dallas Dispatch, Houston Press, Denver Express, Spokane Press, Seattle Star, Tacoma Times, Portland News, Sacramento Star, San Francisco Daily News,

Los Angeles Record, San Diego Sun and Memphis Press.

With a keen knowledge of men, a deep insight into character and an uncanny business foresight, James G. Scripps compelled the fullest and most enthusiastic support of his associates.

It was his habit, after choosing an executive, to repose in that man the most complete authority in his particular field, himself refusing to touch upon details. The success of his method is shown by the tremendous multiplication in value and prestige which has attended the operations of the Scripps concern.

Personally, he was of the simplest possible tastes. At his ranch at Miramar, near San Diego, and at his summer home by the Pacific at Del Mar, he played with his children, received his associates, did his daily work, always dressed in the soft shirt, khaki trousers and leather puttees of the ranchman.

### Held "Society" in Contempt

He held an amused contempt for what is commonly called "society," and refused to have anything to do with it. His leisure hours were largely spent with his chum of sixteen years, R. L. Merigold, with whom he fished and hunted and went for an occasional tour of the United States by motor.

In 1907 Mr. Scripps married Josephine Stedem, of Cincinnati. By this marriage he was the father of four children—Edward W., now aged 12; Joseph, aged 10; James, Jr., aged 8, and Ellen Browning, aged 7. His wife and children, his father and mother, his brother Robert P. Scripps, and two sisters survive him.

At his funeral, eight of his close friends and business associates were the pall-bearers.

They were R. L. Merigold, his confidential assistant and old friend; E. B. Twelker, his private secretary; E. F. Chase, formerly business manager of several of the Scripps newspapers; B. H. Canfield, managing director of the Scripps northwest papers and of the Los Angeles Record; Curtis Hillyer, counsel for the Scripps concern; Thomas H. Scripps, a cousin; E. H. Bagby, formerly with the Scripps concern and also a cousin of Mr. Scripps, and Eugene MacLean, publisher of the San Francisco News and Sacramento Star.



Attending the services also were Col. M. A. McRae of Detroit, for years partner of E. W. Scripps; A. O. Andersson of Cleveland, formerly president of the Scripps southern papers and of the Newspaper Enterprise Association; Roy W. Howard, business director of the Scripps newspapers; J. C. Harper, for many years general counsel for the Scripps concern; F. W. Kellogg, publisher of the Los Angeles Express; W. H. Porterfield, publisher of the San Diego Sun, and E. E. McDowell, the cartoonist.

Telegrams of sympathy were received from practically every newspaper publisher of importance in the United States. Except those who chanced to be already en route to the Pacific Coast. Mr. Scripps' Eastern associates were unable to attend on account of the time necessary to make the trip after receipt of word of his death.

The concluding words of the service at the grave, read by Rev. Dr. Howard B. Bard, were the lines engraved on the tomb of Mrs. Clemens by the late Mark Twain:

"Warm Summer sun, shine brightly here;  
Warm Summer wind, blow softly here;  
Green sod above, lie light, lie light—  
Good-night, dear heart, good-night, good-night."

### Michael Connolly Dead in Memphis

MEMPHIS, Tenn.—Michael Connolly, for many years active in Southern journalism, died here January 9, aged 68 years. Born in Canada, he entered newspaper work as a telegraph operator and shifted to the editorial end with the Houston Post and later the Dallas News. Going to Memphis as a reporter for the Avalanche, he worked his way through the editorial desks on the various papers, with brief interludes in the service of the Associated Press and Chicago Inter-Ocean, and became an editorial writer on the Commercial Appeal in 1896. For the past 15 years he had been managing editor and editorial writer on the News-Scimitar and was active until a few months ago.

### New York Ad Agent Dead

Charles J. Johnson, well known in the financial district for many years, died in New York, January 11. At the time of his death Mr. Johnson was treasurer of Rudolph Guenther-Russell Law, Inc.

### C. R. DuNoyer Dead

UTICA, N. Y.—Charles R. DuNoyer, advertising manager of the Utica Press, died suddenly last week. He had been on the Press for many years, starting as a subscription collector and becoming head of the advertising department about 12 years ago.

### BENTON M. HOLMAN DEAD

For 25 Years with Lord & Thomas—  
Two Sons in Coast Advertisement

SAN FRANCISCO.—Benton M. Holman, aged 70, Chicago advertising man, died here Jan. 3. He was connected with the advertising firm of Lord & Thomas for more than 25 years. Mr. Holman edited the Johnson County Democrat at the age of 21, went to Chicago in 1887 and engaged in advertising work until 5 years ago, when he came to California. He was a 32d degree Mason, a Knight Templar and a member of the Shrine. Two sons survive him, Merriitt C. and Everett A. Holman, both of San Francisco and both in the advertising business. The latter is Pacific Coast representative of the E. Katz Special Agency.



B. M. HOLMAN

## Obituary

D. C. McCALEB, aged 45, one of the best known newspaper men in Texas and a veteran of the Spanish-American and World Wars, died at Wichita Falls, Tex., last week. Mr. McCaleb was in charge of the publicity work of the Wichita Motors Company. He was one of the founders of the Fort Worth Star and at one time was managing editor of the Fort Worth Star. Mr. McCaleb had also been editor of papers in Austin and Houston and published a paper for a time in San Antonio.

D. P. R. STRONG, aged 80, once one of the most prominent newspaper men of the Northwest, died January 7 at the Minnesota Soldiers' Home. He was formerly editor of the Atwater (Minn.) Press and Grand Forks (N. D.) Herald.

ARTHUR W. NAYLOR, aged 66, died in Pittsburgh January 9 after a brief illness. For the past 30 years he had been identified with newspaper work in various capacities, most of the time with the Pittsburgh Press.

JAMES C. BOWN, aged 73, publisher of the Columbia County (Pa.) Republican for the past 25 years, died at Mountain Grove, Pa., on January 8.

WILLIAM L. DEWART, Sr., aged 62, one of the publishers of the Sunbury (Pa.) Daily and the Northumberland County Democrat, died in Sunbury on January 8.

J. A. PALMER, for several years editor and publisher of the Huntsville (Tex.) Post-Item, died recently in Houston, Tex., and was buried at Huntsville.

FRANK PATTERSON CURRIE, president of the Dominion Paper Company, Ltd., and of the W. & F. P. Currie Company, Ltd., Montreal, died January 6 after an illness of eighteen months, aged 81.

W. FRANK KENNEDY, aged 72, managing editor of the Fall River (Mass.) Globe for 27 years until his retirement three years ago, died January 6.

EDWARD W. COLBY, for a quarter of a century telegraph operator for the Associated Press, died recently at Manchester, N. H. Mr. Colby was the first man in New Hampshire to take press matter on the typewriter.

HANS ERNST KURT MURTIMER VON KESSEL, aged 77, veteran Milwaukee

(Continued on page 32)

### JAMES G. SCRIPPS

1886-1921

His death at such an early age is a great loss to this country.—M. A. McRae.

This page is a regular Weekly Feature of Editor & Publisher, devoted exclusively to the interests of the newspaper advertising manager.

# THE ROUND TABLE

[Conducted under the auspices of the National Association of Newspaper Executives, the newspaper department of the A. A. C. of W.]

Criticism of any article or contributions should be sent Fred Millis, News Building, Indianapolis.

## MUST MAKE NEWSPAPER COPY THE NATION'S BUSINESS STABILIZER

FOLLOWING the Civil War, prices followed the declining lines shown in the chart to the side. This chart, will be very similar to the one that could be made up for 15 or 20 years following the Napoleonic War.

Commodity prices over the country in the next decade or two will follow very largely this line, if what has happened in the past may be taken as an index of what will happen now. The rises and falls may not be identical. The period may not extend over so many years. We may not find the sharp changes because of the elasticity of the present financial system.

But a conclusion may safely be drawn that for several years to come in successive downward and upward movements, the downward movements will be greater and will last longer.

Newspapers of the country should join in getting this true state of affairs "over" with both the manufacturer and the retailer.

More than ever before will quick turnover be the key to merchandising success.

The local newspaper representatives should urge the retailers to clean out their present stock by using dominant sales copy and to start in immediately on a system of merchandising by which they buy advertised goods and sell in quick rotation.

The same should be true of manufacturers. Quick sales so as not to be caught in the falling market should be the key note of the selling organization.

That eminent apostle of business paper advertising, Jesse H. Neal, of New York City, is quoted recently as saying before an advertising class in Columbia University that the year 1921 will show the manufacturers chopping off media that do not produce actual results and concentrating advertising appropriations in those kinds of media that will produce results.

Dominant newspaper advertising is the most efficient form of advertising that can be used today.

This is the only kind of advertising that can always be depended upon to bring in immediate and profitable results.

Without saying a word against the backing up by billboards, sharpshooting by direct mail, retail prestige copy in magazines, the electric signs, street car, elevated cards, yet the fact still remains that now is the golden opportunity for the newspapers to cement even more in the minds of the business men of the country the fact that the newspapers are the one logical advertising medium to be used.

Never was there a time when newspaper advertising men should be tightening up their sales staff as now. Back they should go to the old pre-war basis and go out and fight for every possible line of business.

An investigation made recently by the newspaper department by sending out questionnaires to about 50 different newspapers of the country shows that advertising managers are merely hoping

to hold their own in 1921 in comparison with 1920.

This is the wrong psychological attitude to have toward business. Newspaper advertising has just come into its own. Naturally advertising should grow

as newspapers have just become to be recognized as the true national advertising medium.

With the quickening of the retail merchants' methods there should be a growth in the space used by the retail advertisers.

By March the automobile business should be on a "selling" basis. Copy perhaps will not be as large as last year, but this loss can easily be overcome by

the increase in real estate and building material advertising.

The classified manager who is sitting down sadly reflecting on his great loss is making the mistake of his life. Progressive classified advertising managers are building up their miscellaneous for sale columns and their machinery columns and a thousand and one other classifications that have to do with miscellaneous selling.

With the slackening up in housing conditions over the country there should be an increase in houses for rent and real estate for sale. But the whole proposition is a selling proposition. The advertising manager will have to take the bull by the horns and put selling pep in the organization and go to it.

## WINS FIRST PLACE AS RETAILER PUBLICATION

# The World Retailer



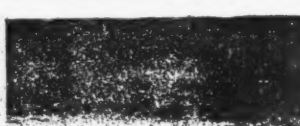
Vol. 2, (New York, September, 1920) No. 9

## PRESENT BUSINESS CONDITIONS AND THE WAY OUT

Read What a Big Man in Business Says About the Causes of Business Depression and the Only Way to Avoid Hard Times. Every One Must Return to the Ideal of Real Service and Produce More if High Wages Are to Be Maintained.

McKesson & Robbins, Inc., now have over two thousand employees on their payroll. This fact is significant when considering what Mr. Norwell says in the interesting story below, regarding the relation between lower prices and continued high wages. ... *The World Retailer* is a member of an association and the association has started a wonderful influence toward making better merchants of them; taught them better methods of accounting and stock buying and trained them to make a profit.—The Editor.

The average retail merchant is not a student of general conditions nor a political economist. "A prisoner by the river's brim" is to him, indeed, a simple prison. He knows some things about his own particular business and the problems, and all his desires and ambitions are toward making a profit on the merchandise he has in his hands.



You know what has just happened there. "No printing or paper any cheaper" has not yet, and we "immediate prospect of our production in other lines." "Are customers—paper, glass, tin, etc., coming down?" Not this year. We can't get enough of them now to fill our requirements.

THE New York World was awarded first place in the symposium of retail publications made by a secret committee of the National Association of Newspaper Executives.

The awarding of the first place was a matter of some contention on the part of the 12 different newspaper advertising men living in three widely separated cities, than in any other place. There was a good deal of question as between the merits of the Co-operator, published by the Chicago Tribune, which was awarded second place, and the World's Retailer. The World's Retailer was given first place over the Co-operator principally because the members of the secret committee felt that there was sounder business principles enunciated in the editorial policy of the publication of the New York paper than of the Chicago paper.

It is a fact, however, the Chicago Tribune publication is a much cleaner looking and better appearing paper. The World's Retailer is published on cheap newsprint, while the Co-operator comes out on supercalendered stock.

Other places awarded by the committee was third place to the New York American, fourth place to the Chicago Herald-Examiner, fifth place to the

Cleveland News, sixth place to the San Antonio Express, seventh place to the New Orleans Item and eighth place to the Batavia (N. Y.) News.

A number of newspapers which publish retail publications did not enter into the contest, included among which was the very excellent publication of the Philadelphia Public Ledger, which no doubt would have ranged very high in the symposium.

None of the judges in the symposium upon whose connection with the papers upon whose publications judgment was passed.

It is hoped by the directors of the National Association of Newspaper Executives that this symposium will lead other papers to issue publications of this kind.

Newspaper advertising can be built by such methods. Foolish practices of actually giving away printing, space, stamps, etc., followed by some of the papers, can be eliminated by the publishing of a house organ such as this, which at the same time will go forward building up. There is only one advertising medium that will really move the goods from the shelves of the retailer to the house of the consumer and that is the newspaper.

## SALADA USES NEWSPAPERS ONLY

THE value of the daily newspaper as an advertising medium is recognized by the Salada Tea Company, which makes use of no other medium in telling the public of its wares. At present the company places its advertising in 215 daily newspapers which take in every important center from Bangor to Los Angeles, and south as far as Tampa, and this list does not include publications in Canada in which Salada advertising appears.

William H. Walsh, advertising manager for the company, is now in Boston on his annual tour of the United States, making stops in all places where Salada advertising matter is printed. To the newspaper men of New York and Boston particularly, "Billy" Walsh is a familiar figure, for he worked on the papers in those cities and has a host of newspaper friends. In recent years he has been in touch with the advertising end more than the reporting field, although he was for years political editor of the Boston Herald and Globe, as well as associated with the editorial department of the New York World.

## NAME NOT GETTING OVER

EVIDENCE that the recent change in name of the Newspaper Department to the National Association of Newspaper Executives has not gotten over with all the publishers in the country, is shown in a letter received last week from Lafayette Young, of the Des Moines Capital.

Lafayette writes, "What is this new organization?"

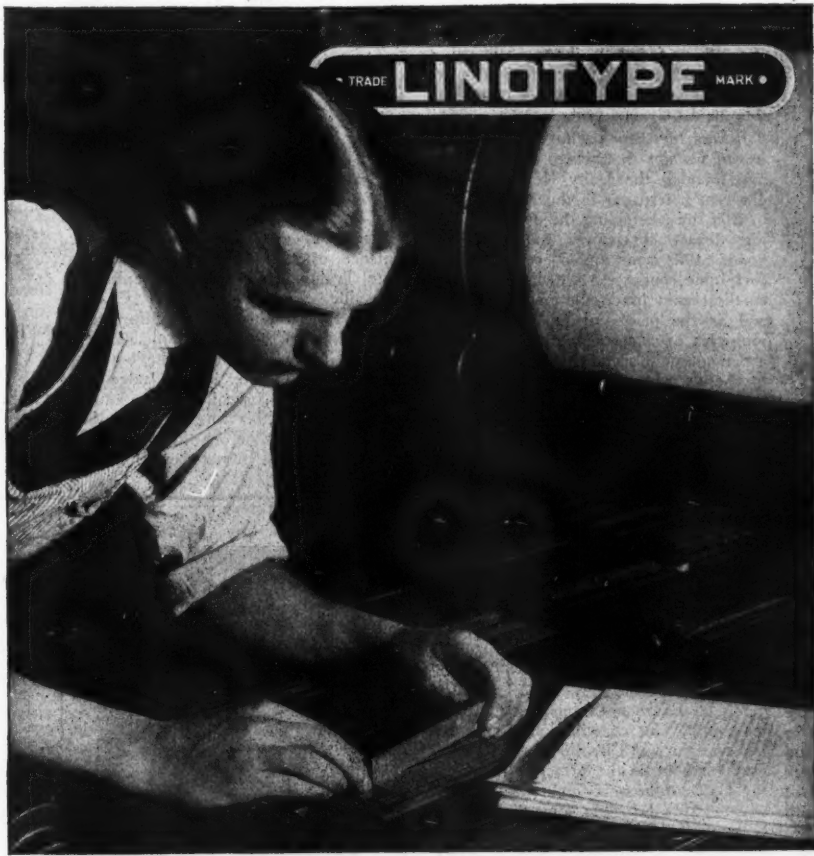
Lafayette was president of the newspaper department at the time of the St. Louis convention, but for some reason or other has not taken an active interest in the organization since that time.

## WEBB WILL BE THERE

FRANK WEBB, advertising manager and assistant general manager of the Baltimore News, is scheduled to attend the meeting of the National Commission of the A. A. C. of W. at St. Louis, January 21, as one of the representatives of the Newspaper Department.

Word has not yet been received as to whether or not Frank I. Carruthers, of the Denver Post, will be able to make the trip east to St. Louis at that time, though it is hoped that the organization will present a solid front at the meeting of the National Commission.





## THE SIGNIFICANCE OF THE SLUG-III

### ON THE PRESS

*In the LINOTYPE-equipped shop, changes on the press are made with the same ease and quickness that mark the economical advantage of the LINOTYPE slug throughout all the other departments. The press is halted only for the moments necessary to change the slug. Before the one-type-at-a-time man's tweezers can manipulate an individual character, the LINOTYPE man's fingers place the whole line, working with the swiftness due to the fact that the slug insures the job against "pi" and other accident.*

—•••••  
MERGENTHALER LINOTYPE  
COMPANY

## UNDER THE JACKET

This department of EDITOR & PUBLISHER will be devoted to calling attention from time to time to new books and other forms of literature and information of special interest to the journalism and advertising fraternities. Suggestions as to material of this kind will be heartily welcomed.

### MELVILLE STONE'S NEW BOOK

IT is not generally known that Melville E. Stone, general manager of the Associated Press, is directing much of his leisure time to writing his reminiscences which are to be published in book form next spring by Doubleday, Page & Co. Some months ago Collier's engaged him to prepare a series of articles for the weekly in which should be embodied some of the notable events of his career. Nine of those articles have already appeared, and six more will follow. While some of this material will doubtless appear in the forthcoming book, the most of it will be entirely new matter.

Few men of our time have had so much to do with journalism in all its varied aspects as Mr. Stone, first as a newspaper editor and publisher, and later as the executive head of one of the world's largest and most important news gathering and distributing organizations. Henry Watterson, who is regarded as one of the foremost journalists of our time, but who has retired from active service, has not been prominently identified with any newspaper except the Louisville Courier-Journal, which, although published in a comparatively small city, has exerted a national influence because of his connection with it.

Mr. Stone, on the other hand, as the executive head of the A. P., has been in daily contact with a thousand newspapers through the news service of that organization. Nothing of importance could happen in any part of the globe that he did not know about it before anybody else outside his own office. His duties brought him in constant touch with the most prominent men of our day. He has spent considerable time abroad and knows personally the leading statesmen, scientists, writers, and men of affairs of Europe. He has been acquainted with Clemenceau for forty years.

It can readily be seen that a journalist who has such an intimate knowledge of men and events as Mr. Stone, is in a position to contribute to the literature of journalism some exceedingly interesting and valuable reminiscences. He has a wonderfully retentive memory. Nothing of importance in his eventful life seems to have been forgotten. He has kept files of his correspondence with distinguished men which will furnish valuable material for his book. He has scrap-books filled with records of news events that have occupied the attention of the public during the past fifty years that will be of service to him in its preparation.

Mr. Stone has lived such an active, busy life, that some of the things he has done that have exerted a considerable influence upon business have been forgotten by many old timers and are unknown to the younger generation.

For instance, it was Mr. Stone who was instrumental in bringing about the establishment of the first fast mail train service for the delivery of morning newspapers to distant points. He conceived the idea and made a trip from Chicago, where he then resided, to Washington to present his views on the subject to the Postmaster-General and other Government officials. Through their co-operation and the co-operation of the enterprising management of the Chicago, Burlington & Quincy Railroad, an experimental fast mail train was put on by the latter company which proved such a decided success that within a year or two

all of the principal railroads running out of the city followed the lead of the Burlington. This killed the monopoly of the express companies in the out-of-town distribution of morning newspapers. No wonder the publishers rejoiced at their escape from the clutches of the express companies, for instead of paying 10 cents, as formerly, for the delivery of two or three newspapers to a country dealer, under the fast mail arrangement they paid only one cent.

It was Mr. Stone who introduced the use of pennies in Chicago soon after he had founded the Daily News, the first one cent newspaper in the Middle West, in 1875, by persuading the owners of the big department stores to sell dollar goods at 99 cents and 50 cent goods at forty-nine cents. As the nickel was the smallest coin in circulation in the city, and as the prices of all articles were multiples of 5 cents, there was no way a person could spend the penny received in change when a purchase was made, except to buy a copy of the Chicago Daily News with it. Mr. Stone started the ball rolling by distributing among the stores a barrel of cents which he had secured from the United States Mint in Washington.

It was Mr. Stone who organized the Mergenthaler Linotype Company, which has since become the largest manufacturer of typesetting machines in the world and has revolutionized the printing industry. The man who gave the linotype its name was W. H. Rand, one of Mr. Stone's associates in the enterprise.

Next to the organization of the Mergenthaler Linotype Company Mr. Stone's most important contribution to journalism was the work he did in securing the establishment of the principle in law of the right of property in news. He advocated this principle for nearly half a century. He believed that an individual newspaper or an association of newspapers that, through enterprise and the expenditure of considerable money, had secured exclusive news reports, should be protected in their ownership of those reports for a reasonable length of time

after they had been printed. He contended that no news bureau or individual should be allowed to appropriate to its own use news so gathered.

In the suit of the Associated Press vs. the International News Service the United States Court of Appeals by injunction forbade the latter organization from approaching and purveying, in competition with the Associated Press, news or dispatches from either the bulletin boards or the early editions of papers receiving the reports of the Associated Press. This order was later confirmed by the Supreme Court of the United States.

These are some of the subjects that Mr. Stone will write about in his new book. That newspaper men everywhere will want to read it is a foregone conclusion.—FRANK LE ROY BLANCHARD.

### Jailed for Stealing Papers

SAN ANTONIO, Tex.—An indeterminate sentence of two to five years in the State Training School for Juveniles at Gatesville, was imposed on Charles Givens, 12-year old negro boy, for stealing 25 copies of the San Antonio Express of last Sunday's edition. The boy entered a plea of guilty before Judge McCloskey of the Juvenile Court and it was shown that this was the third time the boy had been before the court on a charge of stealing newspapers.

### NEW BROOKLYN AD CLUB

#### Harry H. Clarke Elected President—70 Members Enrolled

Advertising men of Brooklyn, to the number of seventy, on Wednesday evening, completed the organization of the Brooklyn Advertising Club, affiliated with the Brooklyn Chamber of Commerce, by electing the following officers:

President, Harry H. Clarke, advertising manager of C. Kenyon Company; vice-president, Clifford M. Bishop, of Bishop, McCormick & Bishop; secretary, Grant E. Scott, the secretary of the Brooklyn Chamber of Commerce.

Executive committee: Rev. Robert W. Anthony, of the church extension committee of the Presbyterian Board of Brooklyn; Bert Edward Barnes, advertising manager of the Morse Dry Dock & Repair Company; P. B. Tollison, of Tollison & Klingman; Thomas D. Gould, of Oppenheim, Collins & Co.; W. H. Horner, of the Brooklyn Eagle, and William Woolford, of the Bank of America. John D. Ballou, Jr., advertising manager of Frederick Loeser & Co., acted as temporary chairman at the organization meeting.

William E. Hersey, of Robert H. Ingersoll & Brother, gave an excellent address on "Selling Goods by Mail."



CHURCH G. TODD, Jr.

Church G. Todd, Jr., although one of the younger members of our Organization, has had considerable advertising experience. He was Advertising Manager, as well as Editor, of the school paper at his Military Academy. Then, while at college, he also did the same sort of work. During the war he was with the Navy and after being discharged, joined the Chicago Tribune and later, the Chicago News.

His experience and fine training has been proved by the fine cooperation he has given in our Chicago office.

*Law Block*

## Scranton Republican

The more thoroughly an advertiser will investigate the local situation in Scranton, the more certain he is to use the Scranton Republican.

In all the better homes in Scranton and its immediate suburbs, the Republican is delivered direct by its own carriers and agents every morning. It has practically no street sale.

Its readers have confidence in the paper and as they constitute the better class they have the purchasing power to make the paper profitable to advertisers. No well informed space buyer would attempt to cover Scranton without the Republican.

Serial Ad. No. 25

Your High-Class Readers Will Watch for

### THE YOUNG LADY ACROSS THE WAY



THE YOUNG LADY ACROSS THE WAY.  
The young lady across the way says her father and mother have had the same family doctor ever since they were married and he's getting to be quite a veterinarian in the service.

A Daily Two by Six  
FOR

Those to Whom the Average  
Comic Does Not Appeal

THE MCLURE NEWSPAPER SYNDICATE,  
373 Fourth Ave., New York City.



**—do you concede**

that the daily Newspaper is the most adaptable and powerful of all mediums?

The Newspaper, available at a moment's notice, subject to timely messages, reaches the greatest number of people in any desired territory and with any frequency—and at the lowest cost.

These obvious and exclusive advantages indicate that only through the assistance of Newspaper advertising can sales reach their peak.

**Invest in Newspaper Advertising**

**E. Katz Special Advertising Agency**

Established 1888

**Publishers' Representatives**

Chicago  
Kansas City

New York

Atlanta  
San Francisco

*Of a Series, Number 51*

**Specific, Unusual Service**

*The representatives of the Katz organization from all offices gathered in New York during the week of December 27th for their sixth annual sales conference.*

*It has proved that this annual practice of reviewing the year's work and laying plans for the future, though obviously expensive, is a splendid investment.*

*The staff now totals 36 people, of whom 15 are salesmen—offices in 5 cities—one of the largest forces in the special agency business. 1920 closed the biggest year in the history of the E. Katz Special Advertising Agency.*

## FOR THE CIRCULATION MANAGER

This department is a regular weekly feature of Editor & Publisher. Suggestions or contributions should be sent to Fenton Dowling, Editor & Publisher, 1115 World Building, New York.

### BEST RESULTS FROM STRAIGHT CANVASS

"WE have tried many methods for circulation building, a straight canvass with competent solicitors (unfortunately all good canvassers are not good newspaper salesmen) and a clean cut newspaper, sold strictly on its merits, are unquestionably the sanest and most satisfactory methods of increasing bone-fide subscription lists. Six months after the campaign closes will show a greater increase of staple new subscriptions than any other means we can name and at a minimum of expense," writes W. B. Sutherland of the Auburn (N. Y.) Advertiser-Journal.

As to returns—Our experience has taught that newsrooms generally handle newspapers in connection with other lines, principally cigars, and their desire to supply the wants of their customers for articles, tends to make them order papers above, rather than below their actual sales. We have found only a slight falling off in our newsroom sales on the no-return basis.

As for street sales, in small towns, these are confined almost entirely to the centre of the city and the carriers are never far from their base of supplies and can therefore replace their stocks with practically no delay. For this reason we have found the no-return a great blessing. The street sale can be very closely estimated, in our own city of 35,000 within 30 copies daily and we are able to make our press run very close to the actual distribution.

\* \* \*

### NEWS AND NOTES OF THE CIRCULATION FIELD

ST. PAUL.—The Sunday Pioneer Press promises prizes to youngsters furnishing the best suggestions for Christmas tree ornaments. The St. Paul Daily News holds out a cash prize as an inducement for boys and girls to try their hands at Christmas stories.

WICHITA, Kan.—Wichita newsboys are a frugal sort, according to reports made to the annual meeting of the Wichita Newsboys and Overseas Association. Forty-seven out of the 104 boys present had bank accounts. The annual report showed receipts of \$332.45 and disbursements of \$268.08. Included in these expenditures were sick benefits, flowers, etc.

ST. PAUL.—A. D. Darge, manager of the Ryan Hotel, St. Paul, has invited 100 newsboys of that city to be his guests at a Christmas dinner. Mr. Darge's act was entirely on his own motion and due to his friendly interest in boys generally. Those invited are little fellows who would not have a Christmas dinner otherwise.

BOSTON.—The next meeting of the New England Association of Circulation Managers will be held in Boston, January 19. The business manager of every newspaper represented in the association has been requested to submit a topic or problem for discussion.

COLUMBIA, Mo.—"A carrier is the connecting link between newspaper and reader; if that link fails, the paper is worthless," says one of the "Peppers," little paragraphs in the Missouriian Pepster, which is distributed to the carriers of the Columbia Evening Missouriian. To show its appreciation of

### INTER-DEPARTMENTAL CO-OPERATION

"MANY a circulation building opportunity is lost by simply neglect on the part of someone who did not appreciate the selling value of a news item. Co-operation will help wonderfully and I might even suggest a 'runner up,' or fellow who could keep in touch with both departments, a live wire who knows news and knows also the selling value of it," says Daniel W. Tanner, circulation manager of the Utica (N. Y.) Herald-Dispatch and Sunday Tribune.

"Just as soon as some live item breaks there should be some system of communication between the news and circulation departments, giving those in the latter department the opportunity of arranging for the proper care of the newspaper clients. Even though the happening may not be of general interest but still important and of good news value to a certain section served by the newspaper, if the circulation department knows that the item referred to is to be published then the matter of enlarging the orders in that section may be judiciously accomplished.

"The time to do this is when the item is live news and not hours after it becomes stale. 'Do it now,' is a mighty good slogan for every department of a newspaper."

these links, the Missouriian gave a great feed-together with a free movie December 11. The Missouriian Pepster is printed for the carriers, and the first issue contains a story of how one carrier built up a route from 1 to 140 in a few weeks; another front page story tells of the feed-together and the free movie. A "Who's Who and Where" lists the carriers and their territory, and the rest of the page is filled with Peppers.

ST. PAUL, Minn.—C. J. Kutill, formerly superintendent of circulation of the Daily News, is back on the paper temporarily in an advisory capacity.

TORONTO.—During the production of the play, "It Pays to Advertise," in Owen Sound, Ont., recently, the Sun-Times gave a theatre party to eighty local merchants with their families and friends.

HOUSTON, Tex.—The Post circulation department, from Circulation Manager R. B. Kinard down to the most junior carrier, was remembered by Santa Claus on Christmas Eve at a get-together celebration. Addresses were made by Roy G. Watson, president and publisher; A. E. Clarkson, secretary-treasurer, and L. A. Hoskins, managing editor. Irvin Ellis, for sixteen years a Post carrier, acted as Santa Claus, and after presenting Mr. Kinard with a platinum and diamond solitaire pin, the gift of the department, handed out boxes of candy to the ladies and characteristic paperweights to the men. I. L. Burton, city circulation manager, received a gold pen and pencil set, and A. L. Forbes, country circulation manager, a desk-writing set. Mr. Watson received a paperknife and paperweight.

PHILADELPHIA.—The Evening Public Ledger has started a circulation and general promotion campaign in the form of a limerick contest, which started a week ago and will continue indefinitely. Each day the Evening Public Ledger prints four lines of an original limerick. Readers of the paper are invited to submit their ideas of the best last line for

each day's limerick. A prize of \$100 is awarded each day to the person submitting the last line that in the opinion of three judges is the best.

SCRANTON, Pa.—The Republican issued to its readers, through the carrier force, New Year's greetings in the form of a calendar, illustrated with pictures of the methods and processes of taking coal from Scranton mines and making it ready for shipment.

ST. PAUL.—The Daily News offered a contest for girls of 12 years and under, with a prize for the most interesting letter describing the doll received as a Christmas gift. The Sunday Pioneer Press offered cash prizes for the best reasons for making or not making New Year resolutions.

DES MOINES, Ia.—Charles Kenneth Jefferson, who is with the circulation department of the Register and Tribune, and Miss Lulu Faye Tuttle were married December 11.

BROCKTON, Mass.—Edward J. Waldron, of Auburn, N. Y., has become circulator of the Times. Mr. Waldron has been engaged in promotion work in New York State and New England.

An advertisement in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK, to be issued January 22 as a part of a regular edition, will work for you every day in 1921.

During 1920

The St. Louis Star  
Published MORE  
Department Store  
Advertising than  
any other St. Louis  
daily newspaper

THE ST. LOUIS STAR

National Advertising Representative  
STORY, BROOKS & FINLEY  
Chicago Philadelphia New York

Don't Say "Paper"—Say "Star"  
Trade Mark Registered

NEWSPRINT

Best References among  
Publishers

Maine Pulp & Paper Co.  
Skowhegan, Maine

Sole Selling Agents

INVINCIBLE PAPER & PULP  
CORPORATION

135 Broadway, New York City  
Phone Rector 9957-8-9



# Boston Globe

## FIRST

### Total 12,982,585 Lines

*Boston Globe Breaks All Records During the Year 1920,  
Printing 12,982,585 Lines of Advertising, and Leading  
All of the Other Boston Newspapers*

12,982,585 was the largest number of lines of advertising ever printed in the Boston Globe or in any other Boston paper in any one year and **was more lines than were printed in any other Boston paper**, during the year 1920.

In considering the great volume of the Globe's advertising business, 12,982,585 lines of all kinds of advertising printed during 1920, **advertisers will please note that many thousands of lines of various kinds of advertising not acceptable to the publishers of the Globe were refused publication.**

The positive proof that the Boston Globe gives its advertisers the best results, as it has given them for over 30 years, **lies in the fact that it has more individual advertisers, display and classified, than all of the other Boston newspapers (having daily and Sunday editions) added together.**

**The Globe averages over 7,500 individual advertisers a week during the year, and in addition to the many thousands of advertisers who get their replies by mail, at their stores, offices or homes, the Globe handles more than 300,000 letters a year through the Globe Counting Room.**

The classified advertiser, who usually pays cash and knows where he gets his results, uses more space in the Globe than in all of the other Boston newspapers combined.

**During the year 1920 the Globe printed 626,073 Want and Classified advts.—the largest number ever printed in a Boston newspaper in any one year and 534,388 more than were printed in the second Boston newspaper.**

In the Globe's classified columns, hundreds of business men have built up and are carrying on their business by advertising in the Globe regularly throughout the year.

To reach the home-going and result-producing clientele in New England, advertisers during 1921 should use liberal space in the Boston Daily and Sunday Globe. It is the best advertising medium in New England.

## MAKING CLASSIFIED PAGES PAY

A weekly feature of Editor & Publisher conducted by C. L. Perkins, executive secretary of the Association of Newspaper Classified Advertising Managers. You are invited to bring your classified problems to this department for discussion.

### CARD SUGGESTIONS

**J. A. CURRIER**, classified advertising manager of the Boston Evening Transcript, writes:  
 "We have found the use of the enclosed cards helpful in our classified advertising department and thought others might also."

ANY TIME ANY WHERE ANY PLACE  
*Whenever, Wherever, Whatever*  
*You Think of Advertising*  
 Always Remember The  
 BOSTON EVENING TRANSCRIPT  
 and  
**JACK CURRIER**

### RULES

in use for years by the  
 BOSTON EVENING TRANSCRIPT  
*The "Golden"*  
*and*  
*The "Agate"*  
 324 Washington Street  
 at Milk Street  
 Phone Main 6950  
**J. A. C.**  
 DO as others DO  
 and GET YOURS—  
 by advertising in it

\* \* \*

### A CORRECTION

THE following letter has been received from L. J. Boughner, classified advertising manager of the Chicago Daily News, correcting an error which appeared in the classified statistics for November:—"The figures as to classified advertising for November, published in EDITOR & PUBLISHER, appear in successive columns, the second column in each classification showing the gain or loss over November, 1919. By a clerical error the figures for Chicago which were made up in my office from the official reports of the Advertising Record Co. gave in the second column the absolute figures for November, 1919. Thus, it appears that Chicago newspapers printed 902,098 lines of classified advertising, a loss of 1,516,829. The latter figure actually represents the lines published in 1919, the loss therefore being 614,631."

\* \* \*

### AGENCY COMMISSIONS

RECENTLY a number of inquiries have reached this office concerning the rate of commission paid to agencies forwarding classified advertising. To answer this question for others the following is given.

## OVER MISSISSIPPI'S

"Alluvial Empire" shines

### The Mississippi Sun

Radiating over the richest agricultural region in the south. Its people read

THE MISSISSIPPI SUN  
 (Charleston, Miss.)

Paper	Commission	Cash Discount
Kansas City Star.....	15%	2%
Indianapolis News.....	15%	2%
Des Moines Register.....	15%	2%
Houston Chronicle.....	15%	2%
Oakland Tribune.....	12½%	3%
Wichita Eagle.....	15%	3%
St. Louis Globe Democrat.	15%	2%

It seems to be the general rule to allow agencies 15 per cent with a 2 per cent cash discount. While it is not always true, it is usually the papers with a small volume of classified that pay more than this.

The advisability of charging a higher rate for foreign than local classified advertising is often asked. To aid in answering this, the following information has been compiled:

Paper	Foreign Rate
Kansas City Star.....	Same as local
Spokane Spokesman	Review .....25% higher rate on business from outside of Washington, Idaho, Oregon and Montana
St. Paul Dispatch.....	Same as local
Des Moines Register & Tribune.....	Same as local
Houston Chronicle.....	Same as local
Milwaukee Journal.....	Higher
Wichita Eagle.....	Higher
Chicago Daily News.....	10c. per line higher

In discussing this subject, L. J. Boughner of the Chicago Daily News said: "There is more risk and more expense in foreign advertising than in local, which justifies the higher rate even when no commission is paid out for it, and our object was to make the net return to the paper the same for all kinds of classified business."

John L. Irvin, classified manager of the Des Moines Register and Tribune, has been very successful in developing classified in the foreign field and writes: "I cannot see any justification whatever in charging the out-of-town man a higher rate than is paid by the local advertiser. I realize that foreign classified is expensive, but city business also costs something. I believe the theory of charging out-of-town classified advertisers a higher rate was instigated by one of the advertising agencies who was unusually zealous to establish himself

## The Atlanta Journal

ATLANTA, GA.

Daily 5c Sunday 10c

Associated Press  
 UNITED PRESS

Leased Wire Cable and  
 Financial News

An outstanding  
 newspaper

Advertising in The  
 Journal Sells the Goods

### TELEPHONE MANNERS

The telephoner is your bread and butter producer—speak plainly and kindly to him.

The telephoner is a human being—be courteous always.

The telephoner visualizes the Boston Evening Transcript and by YOUR voice—be pleasant.

The telephoner is alive—you must be—your voice must show it.

When your 'phone rings there is a customer waiting—GET his order.

Courtesy is a big asset—particularly to the telephoner.

Gentleness is invariably reciprocated by the telephoner.

You appreciate immediate attention—so does the telephoner.

Speak to the telephoner as you would to YOUR BEST FRIEND.

more strongly with the newspapers and thereby secure additional commission."

Whether it is practical or not, the consensus of opinion among classified managers seems to be that foreign classified should have a higher rate than local, so that after paying commissions, the net rate will be the same. Those papers that have adopted this policy have found no opposition from agencies or advertisers."

The one problem in this connection seems to be the drawing of the line between foreign and local classified. If only that business originating within the limits of a city is called local, all urban and suburban business becomes foreign. This is not considered fair since that type of advertising is handled in exactly the same manner as city copy. Some papers have solved the problem by calling any copy originating in the state or even surrounding states local.

### MEISER WITH THE DETROIT FREE PRESS

A MOTOR City product is Fred H. Meiser, the new classified advertising manager of the Detroit Free Press.



FRED H. MEISER

when on the Detroit News, he has been on the same payroll.



Ten years ago, Dr. Harvey W. Wiley called The Journal "the Northwest's greatest newspaper," for the same reason that Minneapolis housewives today rely on its advertising as a guide to pure foods for the home

## THE MINNEAPOLIS JOURNAL

Represented in New York and Chicago by O'Mara & Ormsbee



About 7½% of the people of the United States live in the New England States.

These states as a group LEAD the country in many lines and a wise national advertiser or manufacturer will advertise a path to their door.

The people of New England are, as a whole, educated and discriminating buyers. A product of real worth, adequately advertised, never fails to win its place here.

New England people, accustomed to buying advertised commodities which appeal to them cannot be reached except through newspaper advertising. The newspapers listed here afford the necessary means of communication with them.

## These papers will introduce you to the right people

MASSACHUSETTS—Population, 3,605,322.

	Circulation	Lines	10,000 Lines
*Attleboro Sun .....	(E) 4,305	.0275	.0175
Boston Sunday Advertiser.....	(S) 397,414	.55	.55
Boston American .....	(E) 301,595	.50	.50
Boston Globe .....	(M&E) 255,189	.40	.40
Boston Globe .....	(S) 349,005	.45	.45
Boston Post .....	(M) 422,651	.50	.50
Boston Post .....	(S) 380,461	.55	.55
*Boston Transcript .....	(E) 33,211	.30	.30
*Fall River Herald .....	(E) 10,398	.035	.035
Fitchburg Sentinel .....	(E) 5,817	.05	.025
*Haverhill Gazette .....	(E) 14,587	.055	.04
Lynn Item .....	(E) 15,196	.055	.04
*Lynn Telegram News .....	(E&S) 18,083	.05	.05
Lowell Courier-Citizen .....	(M&E) 17,353	.045	.045
New Bedford Standard Mercury .....	(M&E) 28,938	.07	.07
Salem News .....	(E) 19,687	.09	.07
Worcester Gazette .....	(E) 31,551	.12	.09
*Worcester Telegram .....	(M) 35,511	.13	.10
*Worcester Telegram .....	(S) 40,031	.15	.12

MAINE—Population, 762,787.

Bangor Daily Commercial .....	(E) 14,395	.0455‡	.035
*Portland Daily Press .....	(M&E) 15,629	.04	.04
*Portland Express .....	(E) 24,053	.09	.07
*Portland Telegram .....	(S) 22,136	.09	.07

NEW HAMPSHIRE—Population, 500,510.

Keene Sentinel .....	(E) 3,131	.03	.02
*Manchester Union-Leader .....	(M&E) 25,564	.08‡	.06
Portsmouth Times .....	(E) 4,065	.02	.015

RHODE ISLAND—Population, 652,325.

Newport Daily News .....	(E) 6,155	.03357	.02928
*Pawtucket Times .....	(E) 23,308	.08	.05
††Pawtucket Valley Daily Times .....	(Arctic)	2,130	.021429
*Providence Bulletin .....	(E) 56,416	.135	.135
*Providence Journal .....	(M) 31,825	.08	.08
*Providence Journal .....	(S) 48,324	.12	.12
*Providence Tribune .....	(E) 24,633	.10	.09
Westerly Sun .....	(E) 4,529	.025	.025
Woonsocket Call .....	(E) 13,301	.04	.04

VERMONT—Population, 361,205.

*Barre Times .....	(E) 6,930	.025	.02
Battleboro Daily Reformer .....	(E) 2,802	.02	.015
Burlington Daily News .....	(E) 7,010	.04	.03
*Burlington Free Press .....	(M) 10,328	.05	.05
St. Johnsbury Caledonian and Newport Record .....	(E) 2,790	.013	.013

CONNECTICUT—Population, 1,138,036.

*Bridgeport Post-Telegram .....	(E&M) 51,638	.145	.14
*Bridgeport Post .....	(S) 19,858	.085	.08
**Hartford Courant .....	(M&S) 29,398	.07-.09‡	.07-.09
*Hartford Times .....	(E) 35,064	.14	.14
New Haven Register .....	(E&S) 29,461	.09	.08
New London Day .....	(E) 10,468	.06	.045
Norwich Bulletin .....	(M) 10,755	.07	.06
Norwalk Hour .....	(E) 2,426	.025	.025
*Stamford Advocate .....	(E) 7,795	.0275	.02
*Waterbury Republican .....	(M) 12,158	.05	.04
*Waterbury Republican .....	(S) 12,301	.05	.04

Government Statements, October 1st, 1920.

\*A. B. C. Publisher's Statement, October 1st, 1920.

‡Rate on 3,000 lines.

\*\*A. B. C. Publisher's Statement, April 1st, 1920.

††Government Statements, April 1st, 1920.

# EDITORIAL

## EQUALITY BEFORE LAW

THE leaders of the various labor unions regard the decision of the United States Supreme Court in the action of the Duplex Printing Press Company against the International Machinists' Association as the severest blow that organized labor has sustained at the hands of the courts, as it nullifies, so they claim, the protective sections written into the Clayton Amendment to the anti-trust law.

The court holds that Section 6 of that act, which sets forth that "the labor of a human being is not an article of commerce," does not exempt a labor organization from accountability, "if it or they depart from its legitimate objects and engage in an actual combination in restraint of trade."

Under this decision labor organizations cannot declare a boycott, or by persuasion or threats bring about strikes or a cessation from work on the part of the employees of a firm's customer or prospective customers for the purpose of forcing such customers to withdraw their patronage.

In other words, the court makes plain the principle that labor is just as much subject to the anti-trust law as capital. Any law that is one-sided is unjust and therefore untenable. Every man has the individual right to work or not, just as he pleases, but no combination of men, such as a labor union, has the right to force him to work or quit work. The Sherman anti-trust act was the result of deep-seated and well-founded belief that the public was at the mercy of various combinations of capital that aimed to monopolize trade and force up prices by throttling competition.

The purpose of the Clayton act was to exempt the labor organizations from the provisions of the anti-trust law. Section 6 placed in the hands of the unions a weapon that was bound to be used for selfish purposes. The United States Supreme Court points out the injustice of the act.

What recourse has labor to obtain its rights and secure protection? Obviously there is but one answer—the courts, the very purpose of which from time immemorial has been to secure justice between man and man. The Industrial Court of Kansas is a step in the right direction. Other courts will undoubtedly be established to deal exclusively with labor disputes. It should no longer be possible for any labor organization or association of manufacturers to whip into line through the use of strikes or boycotts, lockouts or blacklists those who oppose its wishes.

### JAMES G. SCRIPPS

THE news of the death of James G. Scripps, for a dozen years the head of the E. W. Scripps organization, will come to his many friends, throughout the country, as a great shock. He was in his 35th year.

Few men achieve the power, or wield the influence, that belonged to him for over a dozen years and yet, withal, he was modest and retiring.

During that period he was actual head of one of the greatest lists of daily newspapers—in fact, the greatest list of daily newspapers from the standpoint of numbers and controlled by one owner—in this country. He consolidated his gains, gave his properties better homes and advanced the interest of his public in many ways.

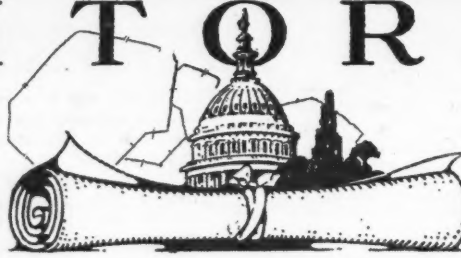
The heartfelt condolences of every member of the staff of EDITOR & PUBLISHER are extended to his family and his father in this sad hour of trial.

### A PROFITABLE CHURCH SECTION

THE Oakland Tribune for Christmas Eve carried a ten-page church section which was entirely devoted to church news, programs and display advertising. In almost every instance, the paid display advertisements of the churches, representing fifteen separate denominations, were embellished with holly borders, Christmas bells, etc.

The announcements, strange to relate, included paid display copy for about a dozen Catholic churches, all of the Protestant denominations, the Y. M. C. A., Y. W. C. A., Salvation Army, etc., and totaled about six pages of paid display. Here is a fine example for other newspapers.

AUTOMOBILE manufacturers have reached the point where they must stimulate business and, being wise, they are turning to newspaper space.



## INTERNATIONALIZE THE CABLES

RAPID transmission of the news of important events is as essential to the successful operation of the daily newspaper of today as modern mechanical equipment is desirable.

It is essential also that such communication should be unhampered and uncontrolled by either corporations, individuals, or governments. Moreover, absolute privacy and secrecy is necessary.

This condition does not exist today, according to President Carlton, of the Western Union, who testified this week before a Senate committee.

It comes as a disagreeable surprise that even government messages by cable are subject to foreign government surveillance. Action should be taken at once to correct this condition, for it is a very real menace to peace, fraught with very grave danger.

"Disturbed conditions," the excuse of the British Secret Service for the examination of all American cables, according to President Carlton, certainly will satisfy no one, nor does the fact that the control is more complete in other European countries lessen the evil.

Newspapers can render full public service only when there is no interference with the even, free flow of intelligence as between nations and peoples. There can be no exception to this rule. For this reason, it seems altogether desirable that a Department of Communications should be set up as soon as possible, as provided by the treaty of Versailles and the League of Nations, or that some suggestion as that proposed by the New York World for the internationalization of cables along the lines of the International Postal Union be immediately perfected.

International good will can be established only upon complete understanding. Complete understanding may only be arrived at by an even, steady, flow of truthful news and interpretation by the newspapers of all of the great powers.

## OUR FIRST GREAT JOURNALIST

NEXT week the nation will celebrate the anniversary of the birth of America's first great journalist, Benjamin Franklin. Incidentally, this year marks the 200th anniversary of his entrance into newspaper work as a contributor to his brother's newspaper, The New England Courant. It is entirely fitting that the entire week should be set aside for the advancement of national thrift, which he both preached and practiced in private and government affairs.

Franklin was the first of our great journalists, and although it is a long journey from the New England Courant of 1721 to the Philadelphia North American and Saturday Evening Post of today, both of which were at one time under his guidance, it was the seed that he planted as journalist and teacher, ambassador, inventor, but first of all patriot, that made possible the enlightenment and success of the American ideals that are the breath of life to bigger journalism.

While it is not generally known, Franklin was one of the earliest teachers of journalism. The men who worked in his first Philadelphia shop scattered to other cities and, setting up shops of their own, became the great editors and leaders in public thought of that day.

America never needed the teachings of Franklin, the journalist, more than today; just a century and a half ago "Poor Richard" began his autobiography, a book that should be better known among Americans of today and tomorrow.

NO better indication that America is back to normal could be found than the manner in which the newspapers went about the great task of securing first news of the three lost Navy balloonists and the interest shown in the adventure by the reading public. In journalism it proved that we are again back to the point where "the story is the thing" and no obstacle is too great for the true newspaper man to attempt to overcome to get it.

IT was Samuels Bowles who said "Journalism has already come to be the first power of the land." That power is within the keeping of every worker in journalism. Power, if the rewards from it are to be great, is a master that demands fairness, charity and truth.

*We rejoice, Oh God of Hosts, that amidst the world's turmoil and unrest thy Hand holds Earth's Pilot Wheel. Cool our fretful fevers concerning tomorrow's troubles. Steady us amidst the storming regrets over yesterday's failures. Check our assaults on others' faults by visions of admitted virtues. Change poisoning jealousy into purposeful zeal. Purge out envy, smother spite, train high temper into control and set us to tasks worthy of thy sons. Tune our spirits into glad harmony with thy will—for Humanity's sake, Amen.—Christian F. Reisner.*

## WHAT ARE YOU DOING FOR FORESTRY?



American Forestry Association Photo

THE turns in our rivers are marked here and there by lone trees that rise proudly above the scrub growth that is the only other reminder of a once great forest wealth. Moist, rich earth from Canada to North Carolina is the natural home of the yellow birch. Its wood is heavy and strong and very valuable in manufacturing. A thousand places where it should be growing in abundance are now an idle waste.

Twenty-five years ago Wisconsin was the largest lumber producing state in the Union. Now her great forests are gone and great areas are desert wastes, not even seed trees remain within reach of them.

The Milwaukee Journal has taken stock of the state's forests and has now launched a great campaign to make idle acres work—to supply the state with pulpwood for paper making; to give a permanent basis to Wisconsin's wood-using industries; to add to the joy of the people by increasing the supply of fish and game, and to enhance the beauty of the native landscape.



**PERSONAL**

**JAMES SCHERMERHORN**, editor of the Detroit Times, addressed the annual banquet of the National Automobile Chamber of Commerce in New York this week.

**A. L. Shuman**, advertising manager of the Fort Worth (Tex.) Star-Telegram, was a visitor to New York this week.

**Willis A. G. Lape**, business manager of the Johnstown (Pa.) Tribune, was in New York on a business trip this week and attended the automobile show.

**Frederick P. Hall**, president of the Jamestown (N. Y.) Journal Printing Company, has been elected president of the board of park and city planning commissioners of Jamestown.

**Chandler C. Harvey**, editor and publisher of the Fort Fairfield (Me.) Review, was called to Bangor where his daughter, Miss Helen, a student at University of Maine, was operated upon for appendicitis.

**Charles S. Marchant** has retired as editor of the Vineyard (Mass.) Gazette after 32 consecutive years of service. Mr. Marchant learned the printer's trade in the office of the Winchendon Journal. From 1888 to 1920 Mr. Marchant was editor and publisher of the Vineyard Gazette, being succeeded by E. B. and H. B. Hough.

**O. R. Church**, editor and publisher of the Streetsville (Ont.) Review, has been elected reeve of that village.

**W. R. Givens**, publisher of the Kingston (Ont.) Standard, was elected a director of the local branch of the Kiwanis Club at an organization meeting last week.

**John F. Lubben**, treasurer of A. H. Belo & Co., and general manager of the Galveston (Tex.) Daily News, was presented with a beautiful silver service by the employes of the News as a mark of esteem.

**Walter R. Hough**, associated for 25 years with the Baltimore American and Star, and managing editor of the Star at the time of its suspension following purchase by Frank A. Munsey, has, with Frank W. Lawson, former newspaper man, purchased from R. B. Caverly the Baltimore Underwriter, insurance and casualty company magazine.

**Charles E. Fisher**, recently director of advertising of the Seattle Post-Intelligencer, has been made assistant publisher.

**Alfred Noyes Ambrose**, founder and proprietor of the Norwood (Mass.) Messenger, and for many years Norwood correspondent of the Boston Globe, was honored January 6 by a complimentary banquet tendered to him at the Parker House, Boston, in commemoration of the 25th anniversary of his coming to Norwood. He was presented with a watch and fob.

**B. B. Weber**, senior publisher of the Salamanca (N. Y.) Republican Press, has just rounded out a half century of newspaper editing.

**Robert Munn**, the oldest employe of the Toronto Mail and Empire, was presented by the members of the chapel last week with a purse of money. Mr. Munn had been continuously connected with the paper from its first issue in 1872 until his retirement on pension about six months ago.

**THE EDITORIAL ROOMS**

**William G. Gavin**, who has for some time been a member of the editorial staff of the Boston Traveller and who since

January 1 has represented that paper in Washington, has announced his engagement to Miss Nellie A. Dwyer.

**George Wood**, political writer on the staff of the New York Globe, has been appointed assistant city editor. He has previously been on the Philadelphia Record, Buffalo Courier and New York Sun and served in the army in France.

**Herbert A. Slayton**, formerly on the telegraph desk of the Providence Journal, has been made night city editor.

**A. Howard Crowell**, managing editor of the Woonsocket (R. I.) Call, was called to Lewiston, Me., where he formerly was on the staff of the Lewiston Sun, by the serious illness of his father.

**Capt. Harry L. Wells**, formerly an editorial writer on the St. Louis Star and more recently assistant editor of the Globe-Democrat's editorial page, has left for Atascadero, Cal., where he will become editor of a daily paper in the colony of E. G. Lewis.

**Claude C. Manly**, of the Milwaukee Journal staff, was married recently to Miss Margaret Buege. Mr. Manly served in France as a captain in the 120th machine gun battalion.

**William Hamilton Wright**, who has been publicity manager of the West Texas Chamber of Commerce for the last year, has resigned to become staff correspondent for the Fort Worth Record in West Texas.

**Luther Heller**, city editor of the Des Moines (Ia.) News, was severely hurt and his wife suffered internal injuries when they were struck by an automobile at Council Bluffs recently.

**Peter B. Murphy**, former editor and manager of the Marlboro Mirror, which ceased publication several years ago, has been reelected city clerk of Marlboro, Mass., a position he has held continuously for 39 years.

**Pierce Cummings**, recently of the Philadelphia Public Ledger, has been added to the news staff of the Portland Oregonian.

**John Tagan**, police reporter on the Worcester Telegram, was badly beaten by two men one morning last week, while on his way home from work. The police are looking for the men, who threatened to get Tagan because he refused to keep out of the paper a story about their arrest.

**Mrs. Irene Landers**, wife of John J. Landers, of Keene, N. H., is to become the editor of the women's department of Farm and Home, the New England Homestead, and the American Agriculturist.

**Francis Hackett**, one of the editors of the New Republic, and S. K. Ratcliffe, of the editorial staff of the Manchester Guardian, spoke here January 10, before the Contemporary, on the subject of "Ireland." Mrs. Emmeline Pankhurst also spoke. Despite general expectations the meeting was decidedly "orderly."

**W. F. Payne**, for 39 years a member of the staff of the Winnipeg Free Press, has sailed for Scotland with the Canadian curling team. Mr. Payne has been news editor of the Free Press for twenty years. His fellow workers presented him with a steamer ward-robe trunk and old employes of the Free Press handed him a purse containing \$150 in pound notes.

**Johnnie Cobb**, formerly of Paducah and brother of Irvin, who has been on the staff of the Cincinnati Commercial Tribune for upward of a year, left that paper this week.

**Everett Boyd**, recently with the Detroit Free Press and the Chicago Tribune, is now telegraph editor of the Cincinnati Enquirer. Boyd was formerly

**FOLKS WORTH KNOWING**

**THERE** are only two newspapers in Ontario Province which can make the boast that in fifty years they have

changed neither name, policy, proprietors, editor or home. One of these is the Orillia Packet, whose founder and editor, W. M. Hale, has just celebrated the fiftieth anniversary of its establishment. Mr. Hale is a native of Ontario, whose early years were spent in the drug business. His first newspaper experience was gained in Beaverton, where he became editor of the Expositor when that paper was founded by Peter Murray, one of the proprietors of the Orillia Northern Light. In 1870 Murray, to forestall possible opposition in Orillia, conceived the idea of issuing a second paper from the Northern Light office. After much persuasion he induced Mr. Hale to come to Orillia to conduct both papers.



W. M. Hale

Thus the Packet was born. The arrangement, however, was impossible. Mr. Hale took the politics of the Packet seriously and attacked the Northern Light vigorously—so much so that he was forced to get out. He did not give in, however, but raised some money and, with a small staff, started an office of his own. In 1872, he was joined by his brother, George H. Hale, who died three years ago.

"second in command" on the Enquirer desk.

**A. H. Burgess**, formerly sports writer on the Fitchburg (Mass.) Daily News, is now city editor of the Brockton (Mass.) Times.

**John L. Powers** has transferred from the copy desk of the Worcester (Mass.) Telegram to the desk of the Worcester Evening Post.

**John W. Love**, for several years with the local staff of the Cleveland Plain Dealer, has joined the Cleveland Foundation headed by Fred H. Goff, president

of the Cleveland Trust Company. Mr. Love is also the new representative of the Philadelphia Public Ledger in this section.

**Stanley Kniesly**, who left the position of day city editor of the Cleveland Plain Dealer several months ago to become one of the special writers for Finance & Industry, a financial weekly owned by Charles A. Otis, has returned to the P. D.

**Miss Beatrice Sullivan** has assumed the editorship of the "On Dit" department of the Toronto Mail & Empire.

**Peter Donovan**, who for many years was library reviewer and humorous writer on the staff of the Toronto Saturday Night, and who left here last September for London, England, to take a similar position on the Daily Express, has left that journal to join the publicity department of the Anglo-Persian Oil Company of London. His recent book "Imperfectly Proper," compiled from his sketches to Saturday Night over the signature "P. O. D.," has been favorably received.

**R. A. Biggers**, former city editor of the Galveston (Tex.) Daily News, is now on the local staff of the Dallas News.

**E. G. Albright**, for some time on the staff of the Oklahoma City Daily Oklahoman, has resigned to become secretary of the Brownwood (Tex.) Chamber of Commerce.

**H. C. McCoy** has become sports editor of the Dallas (Tex.) Evening Journal.

**T. O. Batemen**, for several years Sunday and feature editor of the Dallas (Tex.) Morning News, who resigned several years ago to accept a position with the Southwestern-Bell Telephone Company, has returned to newspaper work, and will be editor of the new magazine which the Belo publications have announced as a new feature of the Dallas News and the Galveston News.

**K. L. Lewis**, well known Dallas newspaperman, has become filing editor for the Associated Press at Dallas.

**Christopher Morley**, who conducts the New York Evening Post's column, "The Bowling Green," and former columnist of the Philadelphia Evening Public Ledger, spoke January 14 on "The Sunny Side of Grubb Street" before the members of the Houston Club of the University of Pennsylvania.

(Continued on page 34)

It is a fact that nowadays newspapers carry so much advertising that their informative value to the public has been greatly impaired.

**THE HASKIN Information Service**

is a device, calling for only a few inches of space, which offers them service of the highest possible character—service in that it carries a constant preaching for increased health, economy and efficiency.

## TIPS FOR AD MANAGERS

Dillard Jacobs Agency, Candler Bldg., Atlanta. Making contracts with newspapers for Piedmont Plant Company.

Nelson Chesman & Co., Inc., 1127 Pine street, St. Louis. Sending out 50-line contracts to run 26 times to a selected list of papers for "Plapao Goodform."

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Sending out 24-inch orders to run 4 times and 5-inch orders to run 8 times in Southern newspapers for Vanola Company, cough drops.

Calkins & Holden, Inc., 250 5th avenue, New York. Making 10,000-line contracts for Pierce-Arrow Motor Car Company.

Philip Kobbe, Inc., 208 5th avenue, New York. Making contracts for Willard Pen Company.

Matos Ad Company, Inc., Bulletin Bldg., Philadelphia. Making contracts for Guthrie & McGovern, and for Eckman Mig. Co.

George G. Powning, 600 State street, New Haven, Conn. Making 3,000-line contracts with newspapers generally for Kotalko.

Peck Advertising Agency, 347 5th avenue, New York. Making 10,000-line contracts with newspapers for Englander Spring Bed Company.

Dorland Agency, Inc., 9 East 40th street, New York. Making 7,500-line contracts with newspapers for Lightolier Company.

E. T. Howard Company, Inc., 117 East 46th street, New York. Making contracts for Chain Shirt Shops.

American Tobacco Company, 111 5th avenue, New York. Renewing contracts direct.

James Ad Agency, Inc., 450 Fourth avenue, New York. Renewing contracts for W. R. Warner.

George Batten Company, Inc., Fourth Avenue Bldg., New York. Making contracts for Columbia Graphophone Company.

Elliott Ad Service, Inc., 262 East avenue, Rochester, N. Y. Renewing contracts for "Shinola."

Charles H. Fuller Co., Inc., 623 S. Wabash avenue, Chicago. Making contracts for Brooks Rupture Appliance Company.

Otto J. Koch Agency, Inc., University Bldg., Milwaukee. Making contracts for Parker Pen Company.

Scott & Bowne, Bloomfield, N. J. Renewing contracts direct.

Tracy-Parry Company, Inc., LaFayette Bldg., Philadelphia. Making contracts for International Proprietaries, Inc., (Tanlac).

Newell-Emmett Company, Inc., 120 West 32d street, Chicago. Making contracts for Liggett & Myers Tobacco Company.

Cowen Company, Inc., 50 Union square, New York. Making contracts for P. Lorillard Company.

Gardner Ad Company, Inc., 1627 Locust street, St. Louis. Making 300-inch contracts generally for Certain-teed Products Corporation.

Theo. F. MacManus, Inc., E. Hancock avenue, Detroit. Making 5,000-line contracts for Dodge automobiles.

Snitzler-Warner Company, 58 East Washington street, Chicago. Making contracts for R. L. Watkins Company.

C. C. Winningham, Book Bldg., Detroit. Making 20,000-line contracts for Hudson Motors and Essex Motors.

Charles H. Fuller Co., Inc., 623 S. Wabash avenue, Chicago. Making contracts for Brooks Rupture Appliance Company; Handling advertising for Arzola Laboratories. Making 5,000-line contracts for Channell Chemical Company.

Sehl Ad Agency, City Hall Square Bldg., Chicago. Making 2,800-line contracts for Marinello Company.

Murray Howe & Co., 30 East 42d street, New York. Sending out additional copy to various papers for American Everready Works.

J. Walter Thompson Co., Inc., 242 Madison avenue, New York. Making contracts with rotogravure newspapers for Fleischmann Yeast.

Federal Advertising Agency, 6 East 39th street, New York. Making yearly contracts with newspapers for Consolidated Cigar Company.

W. H. Rankin Company, Inc., 104 S. Michigan avenue, Chicago. Making contracts with newspapers for J. Hungerford Smith (grape juice).

D'Arcy Ad Co., Inc., Int'l. Life Bldg., St. Louis. Making contracts with newspapers for Magnolia Provision Company.

International Harvester Company, Chicago. Renewing contracts direct with farm papers. Blum's Ad Agency, 733 Market street, San Francisco. Making contracts with newspapers for T. F. Glass Inhalent Company.

Chambers Agency, Inc., Maison Blanche Bldg., New Orleans. Preparing a series of informative institutional copy for the Louisville & Nashville Railroad and placing the advertising in daily and weekly newspapers of the extreme South.

Scott & Scott, Inc., 220 W. 42d street, New York. Placing orders in weekly and monthly periodicals for Davis-Warner Arms Company, New London, Conn.

Barton, Durstine & Osborn, 25 West 45th street, New York. Placing orders with newspapers for Union Trust Company, Cleveland; again placing orders for Earl & Wilson, E & W Collars and Shirts, Troy, N. Y.; and placing orders with newspapers in list of twenty cities for General Baking Company, "Bond Bread," 45 East 17th street, New York.

George Batten Company, Fourth Avenue Bldg., New York. Placing orders with Eastern newspapers for Utica Investment Company, stock of "Selznick Corporation," Utica, N. Y., and placing orders for Rainbow Waist Shop, 115 West 30th street, New York.

Botsford, Constantine & Tyler, Henry Bldg., Seattle. Placing orders with newspapers for Pacific Steamship Company, "Admiral Line," Seattle.

Campbell-Ewald Company, 18 West 34th street, New York. Reported handling the advertising for Elliott-Fisher Company, book-keeping machine, Harrisburg, Pa.

Dorland Advertising Agency, London, England. Placing orders with newspapers for Louvre Department Store, Paris, France.

Dorland Advertising Agency, 9 East 40th street, New York. Handling the advertising for Connors Music Company, music rolls, 817 E. 144th street, New York.

A. R. Elliott Agency, 66 West Broadway, New York. Placing orders with newspapers for Thomas Canning Company, "Thomas Blackberries," Grand Rapids, Mich.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Placing orders with newspapers for Agrola Laboratory Company.

Arthur Knight Company, London, England. Placing orders with newspapers for Curzon Bros., Ltd., clothing, City Road, London, E. C., England.

H. E. Lesan Agency, 440 4th avenue, New York. Again placing orders with newspapers for U. S. Light & Heat Corporation, batteries and starters, Niagara Falls, N. Y.

Massengale Advertising Agency, Candler Bldg., Atlanta. Reported will make up list of newspapers during next thirty days for Stonecyper Drug & Chemical Company, Westminster, S. C.

Metropolitan Advertising Company, 120 Liberty street, New York. Placing orders with some New York City newspapers for Steel Equipment Corporation "Security Steel" office furniture, Avenel, N. J., and 25 West 45th street, New York.

Peck Advertising Agency, 347 Fifth avenue, New York. Again placing orders with newspapers for D. Auerbach & Sons, candy, 638 11th avenue, New York, and Englander Spring Bed Company, 100 West 32d street, New York.

Harry Porter Company, 15 West 44th street, New York. Again placing orders with newspapers for Parish Manufacturing Corporation, auto frames, Reading, Pa.

William H. Rankin Company, 104 S. Michigan avenue, Chicago. Handling the advertising for Skinner Company, food products, Omaha, Neb.

Philip Ritter Company, 185 Madison avenue, New York. Placing orders with newspapers for Furness S. S. Line, 34 Whitehall street, New York.

Ruthrauff & Ryan, 404 4th avenue, New York. Placing orders with some Southern newspapers for Steroline Company, 127 Auburn avenue, Atlanta, Ga.

Sehl Agency, 139 North Clark street, Chicago. Again making some newspaper contracts for Calumet Baking Powder Company, 4100 Fillmore avenue, Chicago.

J. Walter Thompson Company, 242 Madison avenue, New York. Again placing orders with newspapers for Horlick's Malted Milk Company, Racine, Wis.

Vanderhoof & Co., 167 East Ontario street, Chicago. Secured the accounts of Central Trust Company and Chicago Morris Plan Bank, Chicago, Ill. Newspapers will be used.

W. S. Walker Company, Park Building, Pittsburgh. Handling the advertising for Motor Car Company and Essex Motors, DeKaydex Company, "Glassless Lens," Brackenridge, Pa.

C. C. Winningham, Book Bldg., Detroit. Placing orders with newspapers for Hudson trout.

World Wide Advertising Corporation, 1 West 34th street, New York. Handling the advertising for Cirola Phonograph Corporation, 1 West 34th street, New York. Will place newspaper advertising during 1921 for E. Payson Hatch, real estate, Greenwich, Conn.

Williams & Cunningham, 111 5th avenue, New York. Again placing orders with newspapers for American Tobacco Company, "Lucky Strike" Cigarettes and Smoking Tobaccos, 111 5th avenue, New York.

## Shingle Ad Campaign Will Continue

SEATTLE.—The shingle branch of the West Coast Lumbermen's Association, in annual convention here, voted to continue the extensive national advertising campaign in 1921 to exploit the Northwest shingle in all parts of the country. Washington, Oregon and British Columbia shingle mills manufacturing the "Rite-Grade" brand of shingles will affiliate in this nation-wide advertising campaign. The meeting was very enthusiastic over the results obtained from the national advertising this year.

## Kuryer Polski Sued

MILWAUKEE.—The Kuryer Polski has been sued by Robert Buech, sheriff of Milwaukee county, for \$50,000 for alleged libel. Mr. Buech was a candidate for Congress and the article objected to was printed during the campaign.

## Merger in Llano, Tex.

LLANO, Tex.—M. C. Wilkes, editor and publisher of the News, has purchased the Llano Searchlight, published by A. H. Willbern for the last four years, and consolidated them as one paper.

## WOULD END STATE PRINTING

## Assemblyman Betts, Lyons Editor Urges Reform in New York

(Special to Editor &amp; Publisher)

ALBANY, N. Y.—Assemblyman Charles H. Betts, editor of the Lyons Republican, has introduced a bill in the Assembly to abolish the annual publication of the session laws and concurrent resolutions which was recommended by Governor Miller in his first message. A similar bill was introduced by Assemblyman Betts last year, which failed to pass. The cost to the state is about \$200,000 a year and the printing is an important source of revenue to many country daily and weekly newspapers.

Governor Miller also recommended to the legislature the abolishing of the state printing board, comprising the Comptroller, Attorney General and Secretary of State, and giving its powers to a proposed board of estimate and control to comprise the Governor, or his representative, the chairmen of the ways and means committee of the Assembly and finance committee of the Senate and the Comptroller, which would also have the preparation of a state budget and other duties.

## To Issue Prattsburg Advertiser

BUFFALO.—Prattsburg, N. Y., is soon to have a new weekly to succeed the Prattsburg News, which recently suspended publication. The new publication will be the Prattsburg Advertiser and will be edited and published by Miss Leona Bancroft.

## Plan City Journal for Buffalo

BUFFALO.—A bill to provide a municipal journal for Buffalo will be introduced in the Assembly at Albany this session.

## CALEXICO

on the border between Mexical, Mexico, and U. S. It is the gateway to 150,000 acres in Imperial Valley in Mexico as well as having tributary a large section in the U. S.

The combined population of Calexico and Mexical is over 25,000. Imports of \$12,611,000 greater than all southern California ports combined. Leads entire Valley in bank resources and volume of business. Its only newspaper is the

## CHRONICLE

evening daily with Associated Press and N. E. A. service, is a cash-in-advance paper and completely covers the richest field in Imperial Valley.



## Because they alone cover the territory

The newspapers of the South are the only mediums generally read in this section.

Through no other class of medium may the Southern territory be covered thoroughly and in manner giving assurance of results.

The daily newspapers of the South circulate in city and country alike and are read in the homes of ninety per cent of the worth-while people.

Perhaps because so few of the articles they publish are of real interest to Southern folks, the circulation of magazines in the South is limited.

The rich and responsive Southern market is awaiting cultivation by your business. Whatever you produce, if useful to mankind, you may "Sell It South" through newspapers.

**Southern Newspaper Publishers Assn.**  
Chattanooga, Tenn.



### AFFILIATION MEETING SEPTEMBER 30

**Conflict with A. A. C. W. Date Causes  
Spring Convention in Hamilton,  
Ont., to Be Postponed Until  
Autumn**

(By Telegraph to Editor & Publisher)  
ROCHESTER, N. Y., Jan. 12.—The annual meeting of the advertising affiliation, scheduled for Hamilton, Ont., this spring, was postponed until Sept. 30 and Oct. 1, at a meeting of directors in the Canadian city Jan. 10, announced Theodore Pevear of the Rochester Ad Club, president of the affiliation, on his return here today. Mr. Pevear was accompanied by President Ernest A. Paviour, M. S. Hutchins and John W. Karle of the local club. In addition to Rochester, the Ad Clubs of Cleveland, Buffalo and Canton, Ohio, were also represented by directors at the meeting.

The visitors were entertained by the Hamilton Ad Club at a dinner in the Royal Connaught Hotel, at which President Pevear gave an interesting address on "Retail Advertising." Applications for membership in the affiliation were received from clubs in Toronto, London, Ont., and a few Ohio cities.

Conflicting convention dates led to the postponement of the affiliation's annual meeting, especially the A. A. C. W. Convention at Atlanta, June 6. The change from fall to spring took place two years ago, prompted by the "Flu" epidemic then raging, and it is intended now to return permanently to the previous policy of fall meetings. L. V. Greene, advertising manager of the Tuckett Tobacco Company of Canada, has been appointed general chairman of the Arrangements Committee for the

1921 meeting, at which some important matters in the general advertising field will come up. He will be assisted by the executive committee of the Hamilton Ad Club, and by an advisory board, consisting of one member from the Executive Committees of the respective clubs in the association.

#### Draft Dodgers' Names Withheld

WASHINGTON.—Secretary Baker said, January 6, that he had declined to accede to the demands of the American Legion that the names of draft dodgers be published. He stated that the list will be made public just as soon as the Adjutant-General's Department could satisfy itself that no names were put on this list through error.

#### Ad Manager a Fire Hero

ABERDEEN, Wash.—Joseph Ruffner, Jr., advertising manager of the Grays Harbor Daily Washingtonian, rescued three people from a blazing apartment here a few days ago. He discovered the blaze, turned in an alarm and awoke the tenants, finding two children and a man unconscious in the halls.

#### Detroit Times Buys Building

DETROIT, Jan. 11.—The Detroit Times Company, publishers of the Detroit Daily Times, today announced the purchase of the five-story building on Bagley Ave., which it has occupied for five years. All of the 36,000 square feet of floor space will soon be needed by the paper, the publishers say.

#### Shawnee News Eight Columns Wide

SHAWNEE, Okla.—The Shawnee Morning News, published by H. G. Spaulding, this week changed from seven to eight columns to the page.

# YOUR INDIANA MARKET

is 276 miles long and 140 miles wide.

2,930,390 (1920 census) people live there. There are 654,891 homes—plus those that have been erected since 1910. For the most part these homes are of the *American Kind*, each one a market for American goods—each one reached by newspaper advertising.

The approximate total area of Indiana is 23,068,800 acres. Of this 21,299,823 acres are in farm lands and 16,938,252 acres are classed as improved.

Land values in Indiana range from ten or fifteen dollars per acre to a hundred and twenty-five or more.

Get Indiana people interested in your product and one market problem will be solved.

Use this list of Indiana Daily Newspapers. They can help you.

	Circulation	Rate for 5,000 lines
*Crawfordsville Review .....	(M) 4,003	.02
Decatur Democrat .....	(E) 3,044	.02
*Elkhart Truth .....	(E) 9,311	.04
Evansville Courier .....	(M) 22,271	.05
Evansville Courier .....	(S) 20,571	.05
*Fort Wayne Journal-Gazette.....	(M) 28,460	.07
*Fort Wayne Journal-Gazette.....	(S) .....	.07
†Fort Wayne News and Sentinel.....	(E) 33,313	.08
*Gary Evening Post.....	(E) 6,095	.035
Goshen News-Times .....	(E) 3,073	.015
*Huntington Press .....	(M) 3,650	.025
*Huntington Press .....	(S) 3,828	.025
††Lafayette Journal-Courier .....	(M&E) 18,402	.05
LaPorte Herald .....	(E) 3,605	.025
Richmond Palladium .....	(E) 11,830	.05
South Bend News-Times .....	(M) 10,264	16,894
South Bend News-Times .....	(E) 6,630	
South Bend Tribune .....	(E) 16,261	.05

Government Statements, October 1st, 1920.

\*A. B. C. Publishers' Statement, October 1st, 1920.

†Publishers' Statement.

††Government Statements, April 1st, 1920.

\*\*A. B. C. Publishers' Statement, April 1st, 1920.

## NEWSPRINT

Made in Finland

## ON SPOT NEW YORK

ROLLS ONLY

33 <sup>1</sup> / <sub>2</sub> "	34 <sup>1</sup> / <sub>8</sub> "	36 <sup>1</sup> / <sub>2</sub> "	49 <sup>1</sup> / <sub>2</sub> "
55"	66 <sup>1</sup> / <sub>2</sub> "	67"	73"

PRICES ON APPLICATION

## THE AGROS CORPORATION

IMPORTERS FINNISH PAPER

27 William St. New York

# THE AMERICAN JOURNALISTS' FORUM

A FEATURE CONDUCTED UNDER THE AUSPICES OF THE AMERICAN JOURNALISTS' ASSOCIATION

Editorial Board—Richard L. Stokes, 307 Commercial Building, St. Louis, Mo., representing the American Journalists' Association; Paul Y. Anderson, editorial department, the Post-Dispatch, St. Louis, Mo., representing the St. Louis Association of Journalists; Arthur R. Friedman, editorial department, the Sun, Pittsburgh, Pa., representing the Pittsburgh Newswriters' Association; and Walter Williams, dean of the School of Journalism, University of Missouri, Columbia, Mo., representing the schools of journalism.

## THE ADVENTURES OF ONE

By EDGAR MELS

*AUTHOR'S NOTE.—This is the finale of a recital of the writer's adventures as newspaper man, extending over a period of many years. Every newspaper man has had similar experiences, but rarely do the stories behind the stories get into type. This is not written in a spirit of self-exploitation, but in the hope that the moral contained there may help some youngster—some ambitious boy on his path—that he may avoid mistakes—that he may profit by the hard knocks to which the writer has been subjected at times. If, then, this yarn has helped some cub and lighted the path however dimly, the writer will feel well repaid for having set down in black and white some of his—well, let us say—misadventures. And here be it said that these tales are truthful, actual happenings, to wit:*

### SOME OTHER PRESIDENTS

I MET two other men, who subsequently became heads of their respective lands. The first I met in London. I acted as dramatic musical editor of a certain paper. Ignace Paderewski had just jumped into face as a pianist. The day he gave a concert in St. James' Hall, a Russian general named Padlewski had been assassinated in Paris. In writing the review, I erred and substituted Padlewski for Paderewski.

The next day a red-headed (in more senses than one) man entered the editorial rooms; I was alone.

"Where iss the gentilman who wrote zis?" asked the visitor—fury blazing in his eyes. He held out the offending criticism. "I will see him at once, yes?"

Napoleon and Foch combined never thought one-half so fast as I did then. "The man who wrote that," I said benignly, "has been discharged for his stupid blunder."

And Paderewski, satisfied, left.

The other President was Thomas Masaryk, head of the Czechoslovak Republic, whom I met in Washington. Six feet tall, sparse of build, a gentleman—a dreamer of materialized dreams—Masaryk impressed me by his evident will—his evident strength of purpose. He looks fifty, but admitted to 68 years of age.

Third, and least, I met a man who wanted to be President of the United States, and did his darndest, but that is another story entirely. This yarn relates to the time just prior to our disorderly conduct with Spain, when General Weyler was nearly lynched—in the newspaper office of the presidential aspirant. Weyler did not know of his danger (?), and never knew.

In those days the yellow newspapers were out-chroming each other, regardless of financial wounds. The yellowest of all had conceived the idea that it would be a bully thing if it could deliver Weyler into the hands of the Cuban insurgents, obtain his last statement, have him lynched, with a staff photographer on the spot—quite by accident, of course.

Tentative arrangements for the kidnapping had been made, when the Presidential aspirant backed water and declined to see the enterprise through. Pressed for an explanation, he gave voice to his cryptic utterance:

"I don't mind being yellow, but I'll be dashed if I want the world to think that I'm purple!"

Still one other tale of the head of a nation. It was in April, 1917. Royal

Hall, Philadelphia, was crowded with friends of recently liberated Russia. On the platform stood a dark man, the lower half of his face covered with a beard.

"To hell with the Russian provisional government (Kerensky's)," he shouted, and the audience hissed in reprisal. Undaunted, the speaker continued his tirade, until finally he was forced to stop by the noise.

The speaker was Leber Braunstein, better known as Leon Trotzky—arch anarchist and Bolshevik.

\* \* \*

### TRUTH IS MIGHTY????

I WAS writing feature specials for the Philadelphia Evening Telegraph when Charles Edward Russell, loyal American, though a Socialist, returned from Russia, where he had been sent by the President as a member of a commis-

sion. Russell had been my news editor in other days, and was more than willing to give me the material for a story.

"But," he said, "the story I'll give you will not be printed. No paper in the country will print it, because they are afraid of the truth."

"Anything I write will be printed," I boasted. And then Russell told me that the counter revolutionary movement to the Kerensky government came from the renegade English, who had lived in Petrograd for years—spending the bounty of the Czar and his court. Russell furthermore declared that Kerensky was a weakling and did not represent the people—the real rulers.

I wired the story to the Evening Telegraph—about a column all told. It got into type and the proof went to the then editor. He killed the entire story on the ground that it would offend the British government, and—Russell was right!

Sometimes a lie becomes the truth—but seldom. One instance was when I was reading copy on a Boston paper. It was Sunday evening, the last night on earth for a condemned slayer to be hanged at Charlestown prison at next sunrise. A reporter, who shall be nameless for the sake of his profession, was sent to obtain a last statement from the condemned man. At eight that night he returned, overflowing with enthusiasm—the man had confessed to him, and the story was exclusive. Page by page I read the copy—three columns. Then the paper went to press, and—

At three the next morning all hands awoke to the fact that the confession had not been confirmed. The jail was called up on the 'phone, in fear and trembling. No reply came. The minutes went by—the papers were on the street—it was too late. At daybreak 'phone communication was obtained, and—the reporter had never been near the prison, in the first place, and had never seen the condemned man!

BUT—just before his execution the man had confessed along the lines of the fake story, and the paper was saved. Thus did a lie turn into truth.

Newspapers are not all so lucky, however. Stuart Cumberland, whom a previous generation knew as a mine reader, retired from that profession to publish a weekly financial paper in London, the writer being its editor for a brief and inglorious time. In due course a famous financial libel suit was tried and the jury went out the morning of publication day. So Cumberland had printed two editions, one reading: JURY FINDS FOR PLAINTIFF; the other JURY FINDS FOR DEFENDANT.

After ten hours of wrangling the jury disagreed, and both editions were left for waste paper.

\* \* \*

### A BENNETT ADVENTURE

JUST one more tale, this time about James Gordon Bennett. The writer was on the London edition of the Herald. One afternoon there came word from Paris that Mr. Bennett wanted the pleasure of casting eyes upon me. At ten in the morning the writer arrived at the office of the Herald in the Rue de l'Opera, and eventually was ushered into the editor's presence. Mr. Bennett eyed the writer from head to foot, and conversed.

"I only wanted to see how you looked Good night," he said, and the writer returned to London a few hours later.

But six months later Mr. Bennett, residing in London, was kind enough to transfer me to New York, with all expenses paid, and a more or less position on the Evening Telegram.

One day there came a cable from Paris. It read:

"Discharge Mels. James Gordon Bennett."

And no one knows to this day why!

### MEDALS FOR STUDENTS

BEGINNING next June the Ohio State University Department of Journalism, Columbia, will give a medal donated by Robert F. Wolfe, principal owner of the Dispatch and the Ohio State Journal, to the senior in journalism who writes the best thesis on some phase of journalistic work which is approved by Prof. Joseph S. Myers, head of the department of journalism. Mr. Wolfe has given \$1,000 for the foundation of the medal fund in order to encourage journalism students to study the practical problems of newspaper work. The medal, designed by Prof. T. E. French of the engineering department, has on its obverse a classic figure of journalism, with one hand on a printing press and the other holding a laurel wreath which she is about to place on the head of a seated writer.

### EASY TALK—By Philip R. Dillon

Letters to the Editor.—Taking the viewpoint of an outsider, one who lives and works away from the machinery of the editorial rooms and business offices, I freely express my pleasure at the steadily rising quality of the letters to the editor, printed each day in most of the daily newspapers. I am led to believe that these voluntary contributions have come to be one of the most desirable features of the large city dailies, as well as the country weeklies which have carried this custom of printing letters from correspondents from the earliest days of journalism.

The British dailies developed this feature of journalism to a high degree long ago. It was, and is, a fine thing to read, in a newspaper like the London Times, a letter to the editor signed by a doctor, lawyer, educator, clergyman, army officer, engineer, or business man in almost any line of trade, written with force, clearness and elegance; written as well, in fact, as a professional writer could do it, and often better than the average professional writer. The talent for language expression is widespread among all cultural classes outside of the strictly literary class, in Britain and her colonies. The average British professional man unlike the American business man does not drop his habit of good writing and speaking after he leaves the university or secondary school. We are evidently growing conscious of what I call our national shiftlessness in language expression. The finer quality

of the daily letters to the editor is another strong piece of evidence going to prove the growth of culture in America.

There is a curious tradition among American newspaper men that it is bad form for a professional journalist, or other newspaper writer who does not call himself a journalist, to write a letter to the editor of a daily. I hazard the opinion that this taboo originates in the code of business ethics of the newspaper profession. A man who earns his living by writing instinctively counteracts the temptation to write a "voluntary contribution." It is an open question whether he gains by always resisting the intellectual urge to give out the light within him when there is no way to do it except by writing to the editor.

I regret that so many editors and publishers seem to frown upon letters from members of their staffs—letters for publication. There are exceptions. The New York World, for instance, encourages members of its staff to write letters to the editor, even letters in answer to some editorial of the paper and in opposition to it. When a World man writes such a letter and it is printed, he is paid regular space rates. Doubtless there are other great dailies that have adopted this policy. Unquestionably, letters to the editor by trained journalists tend to raise the standard of all letters to the editor, and help to establish in the public mind the right of the publication to insist on a certain standard for all letters that aim to attain publication.



# EDITOR & PUBLISHER

## SPACE BUYERS CHART

### CHESTER, PA.

The City of Opportunities

Population		City Classified	
1920 Census	58,030	as	
A. B. C. City	58,030	Manufacturing and Industrial Center.	
A. B. C. City and Suburban	118,000	Industrial Workers .. 20%	
Chamber of Commerce, City	60,000	English Reading .... 75%	
Chamber of Commerce, City and Suburban	120,000	Families ..11,200	
Native Whites	70%	Summer Residents .... Few	
Negroes	10%		
Foreign Born	20%		
Students	160		

### Location

Chester is 13 miles south of Philadelphia and is on the main line of the B. & O. and Penn. E. R., and is also served by the Phila. & Reading E. R. Also four inter-urban trolley systems covering the entire county, also affording good trolley service between Chester, Philadelphia and Wilmington, Del.

### Suburban and Farm Residents

Under this heading must be listed those towns bordering on or within a radius of 10 miles of Chester, which are: Media, 3,562; Marcus Hook, 5,800; Glen Riddle, 1,268; Darby, 6,305; Ridley Park, 1,761; Moore, 1,050; Clifton Heights, 3,155; Swarthmore, 1,899; also several small boroughs and farming communities.

### Banks

Trust Companies	3	Resources	\$13,169,600
National	4	Resources	14,359,756

### Principal Industries

Ships, engines, boilers, anchors, cotton and woolen textiles, carpets, rope, dyes and chemicals, bronze and iron castings, pencils, hydraulic machinery, oils, paraffine, magnesite, fire brick, patterns, rubber tires, furniture, tissue paper and locomotives.

Wholesalers	Retail Section
Groceries	3
Meats	3
Fruits	2
Bakers	4
Confectioners	6

Chester's retail shopping district, in size and comparison, is one of up-to-dateness; its stores and shops are of a high character, and seemingly well patronized.

### Schools

Public Grade	23	Pupils	6,098
High	1	Pupils	993
Parochial	5	Pupils	2,500
Penna. Military	—	Pupils	160

### Special Information

Chester has a frontage on the Delaware River of 3.12 miles, vessels from foreign ports dock and discharge here. Located here is the Baldwin Locomotive Works and the Eddystone Print Works, each the largest of its kind in the United States. The banks have a combined capital of \$1,500,000 and deposits of over \$22,000,000. Chester's railroad passenger service is 88 trains daily and over 100 freight trains.

### Residential Features

Owing to its proximity to the large centers of Philadelphia, Pittsburgh and New York, Chester merchants and wholesalers have on hand a full line of goods.

Chester's houses range from 2 to 5 stories high, also a large number of the newer and more modern type of apartments, also a few tenements.

Theatres	Churches
2 vaudeville and motion picture and 6 motion picture houses, with an average seating capacity of 600.	36 churches of all denominations.

### Retail Outlet for Nationally Advertised Products

Auto. (Passenger)	25	Delicatessen	1	Furriers	2	Merchant Tailors	11
Auto. (Truck)	9	Dressmakers	46	Garages	27	Milliners	15
Auto. (Tires)	14	Druggists	34	Grocers	270	Opticians	9
Auto. (Parts)	24	Dry Goods	39	Hardware	25	Photographers	7
Bakers	17	Department Stores	2	Hats and Caps	1	Pianos	3
Cigar Stores	71	Electrical	9	Jewelry	19	Restaurants	23
Cloaks and Suits	5	Florists	7	Ladies' Tailors	1	Shoe Dealers	23
Clothiers	31	Fruits	23	Meat Markets	53	Sporting Goods	4
Confectioners	98	Furniture	15	Men's Furnishings	27	Stationers	5

### Trading Area

Chester's trading area is not large in the number of square miles, but extends in a radius of ten miles, covering one of the most thickly populated areas in the U. S., and one of the wealthiest.

NOTE.—Sources from which facts and figures were secured: Chester Board of Trade, Banks, Board of Education, and other sources.

Newspapers: Republican (Morn.); Times (Eve.).

# You Cannot Hope to Cover

THIS RICH INDUSTRIAL SECTION WITHOUT USING THE

## CHESTER TIMES

AND

## THE MORNING REPUBLICAN

### CHESTER, PENNSYLVANIA

While Chester is only 15 miles below Philadelphia on the Delaware River such well known and big stores as John Wanamaker, Strawbridge and Clothier, Gimbel Bros., Lit Bros. and lesser ones, but nevertheless important, do not rely on the Philadelphia newspapers to reach the buyers of this community, but they carry their advertisements in the column of these two Chester DAILIES, and have done so for years, because it is the only means they have of reaching nearly all the buying public in one of the richest and most prosperous industrial sections along the Atlantic Seaboard.

OVER 15,000 NET PAID DAILY CIRCULATION.

MEMBER THE A. B. C.  
Foreign Representative  
**FRANK R. NORTHRUP**  
303 Fifth Ave., New York  
Association Bldg., Chicago

**OBITUARY**

(Continued from page 17)

newspaper man, soldier of fortune, is dead.

MISS ANNA J. BEAUCHEMIN, aged 50, for many years an employee of the Clinton (Mass.) Daily Item, died recently.

RALPH POMEROY, aged 50, one of the telegraph editors of the Philadelphia Record, died last week from pneumonia. Mr. Pomeroy had been on the staff of the Record for thirteen years. He went to Philadelphia fifteen years ago and worked for two years on the Public Ledger before joining the Record. He was a native of Appleton, Wis., where his body was taken for burial.

E. J. MOYER, editor of the Alpine (Tex.) Avalanche, died in Alpine several days ago.

CHARLES LUSTIG, aged 45, reporter and correspondent for Polish newspapers throughout the United States, was found hanging in his room at the Albany Hotel, Buffalo. A handkerchief was tied around his neck and attached to the frame of the door. Death had been caused by strangulation.

ALFRED BONNEAU, owner and editor of La Justice de Biddeford, Me., French language paper, is dead at the age of 58. Mr. Bonneau began his newspaper career as editor of a French publication in Lowell, Mass. He went to Biddeford in 1896 as editor of La Messanger. Some years ago he established La justice.

CLIFTON BEARDO, an employee of the Fitchburg (Mass.) Sentinel, died recently at Fitchburg, of blood poisoning.

MRS. NELSON DINGLEY, widow of Congressman Dingley, many years publisher

of the Lewiston Evening Journal, died Jan. 11 at her winter residence at Sea Breeze, Fla. She was 87 years old.

**LEADBETTER LOSES SECOND SUIT**

**Court Denies His Right to Repurchase Crown-Willamette Stock**

(Special to Editor & Publisher)

PORTLAND, Ore.—Fred W. Leadbetter, son-in-law of the late H. L. Pittock, publisher of the Oregonian, has lost his suit to recover by purchase \$1,000,000 worth of stock in the Crown-Willamette Pulp & Paper Company. Leadbetter, who had sold the stock to Pittock eight years before the latter's death, sought to recover on the ground that they had a verbal understanding that repurchase could be made at any time.

Circuit Judge Robert H. Tucker held that if any such understanding existed it was an "incoherent agreement" and that Leadbetter had failed to take advantage of it "within a reasonable time." He called attention to the fact that nowhere in Mr. Pittock's private books did a record of the agreement exist.

This is the second important suit in connection with the Pittock estate to be lost by Leadbetter. The first, brought by Mrs. Leadbetter, sought to break her father's will wherein he left the Oregonian and other properties, amounting to \$8,000,000, in a twenty-year trust. The court has just allowed \$50,000 in attorneys' fees to counsel for the estate in that action.

An advertisement in **EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK**, to be issued January 22 as a part of a regular edition, will work for you every day in 1921.

# IOWA

## HER CHARACTER

Ninety-nine out of every hundred persons in Iowa can read and write, the highest per cent of literacy of any state.

Persons of school age.....	736,925
Persons attending school.....	519,814
Enrolled in colleges.....	25,410
Persons with High School education.....	289,109
Persons with College education.....	140,009
Number of Public Schools.....	20,446
Number of consolidated rural schools.....	260
Value of Public School property.....	\$60,000,000
Value of Private Colleges.....	\$10,401,405
Value of State Colleges.....	\$15,487,150

Human progress is based upon knowledge. A people is judged by its attitude towards education. Iowa spends approximately thirty million dollars every year for educational purposes, or \$12.67 per capita. Thus her achievements as a commonwealth are reasonable and to be expected.

To the National Advertiser Iowa offers the greatest prize for good advertising—good business.

### USE THESE DAILY NEWSPAPERS

	Circulation	Rate for 5,000 lines
Burlington Hawk-Eye.....(M)	10,371	.035
Burlington Hawk-Eye.....(S)	12,510	.035
*Cedar Rapids Gazette.....(E)	17,567	.055
Council Bluffs Nonpareil.....(E&S)	14,998	.05
Davenport Democrat & Leader.....(E)	15,363	.05
Davenport Democrat & Leader.....(S)	16,959	.05
*Davenport Times.....(E)	23,626	.07
Des Moines Capital.....(E)	53,850	.14
Des Moines Sunday Capital.....(S)	37,935	.14
Des Moines Register and Tribune.....(M&E)	109,523	.20
Des Moines Sunday Register.....(S)	82,046	.20
†Iowa City Press-Citizen.....(E)	7,397	.035
*Mason City Globe Gazette.....(E)	9,516	.035
Muscatine Journal.....(E)	8,057	.035
Ottumwa Courier.....(E)	12,056	.05
Sioux City Journal.....(M&E)	52,808	.11
Sioux City Journal.....(S)	32,226	.11
**Waterloo Evening Courier.....(E)	15,577	.05

Government Statements, October 1st, 1920.

\*A. B. C. Publisher's Statement, October 1st, 1920.

\*\*A. B. C. Audit October 1st, 1920.

†Publishers' Statement.



## Bureau of Canadian Information

THE Canadian Pacific Railway, through its Bureau of Canadian Information,

will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In the Reference Libraries maintained at Chicago, New York and Montreal are complete data on natural resources, climate, labor transportation, business openings, etc., in Canada. Additional data is constantly being added.

No charge or obligation attaches to this service. Business organizations are invited to make use of it.

### Canadian Pacific Railway Department of Colonization and Development

165 E. Ontario St.  
Chicago

335 Windsor Station  
Montreal

1270 Broadway  
New York





# EDITOR & PUBLISHER



1884 The Oldest Publishers and Advertisers' Journal in America 1921  
SUITE 1117, WORLD BUILDING, NEW YORK

## INTERNATIONAL YEAR BOOK

January 22, 1921

### Partial List of Exclusive Features

List of daily newspapers of the United States (circulation figures, advertising rates, population of cities, listed alphabetically by states).

Complete list of A. B. C. newspapers (circulation figures sub-divided as to distribution by carrier, mail, city, suburban, etc.).

Personnel list of United States newspapers (owners, editors, managing editors, general managers, business managers, advertising managers, circulation managers).

Complete list of newspapers of England, Ireland, Scotland and Wales, with circulations, rates and city populations.

Complete list of daily newspapers of Mexico.

Information regarding newspaper circulations, associations, advertising rates, news requirements and other features of newspapers in practically every European country.

Complete directory of American newspaper associations, giving both state and national organization details.

Complete list of advertising clubs with their executives, etc.

Complete list of Washington correspondents and the newspapers which they represent.

Complete list of foreign correspondents in the United States with addresses.

First complete roster of press gallery of League of Nations at Geneva.

Directory and detailed information of every university of journalism of the world.

Details of production, consumption and price of newsprint in every country.

Details of wire news services of the world.

Detailed information of communication by telegraph and cable, including routes and rates.

Legal decisions of 1920, both news and advertising.

Complete list of recognized advertising agencies of the world.

THE ONLY BOOK  
IN WHICH CAN BE FOUND

# 50,000 Answers

to vital questions regarding

- newspapers
- news print
- newspaper equipment
- feature syndicates
- news services
- advertising rates
- circulations
- recognized agencies
- advertising clubs
- newspaper organizations
- Washington correspondents
- foreign correspondents
- foreign newspapers
- and hundreds of other departments of journalism and advertising

An extraordinary regular edition—Advertising sold at regular rates regardless of increased circulation—Forms close January 19—Wire reservation of space

## PERSONALS

(Continued from Page 27)

Tom Daly, author of popular Irish and Italian dialect poems and other verse, and an editorial writer on the Philadelphia Record, is leaving this week for a month's lecture tour through the Middle West and New England.

George M. Graham, former sporting editor of the Philadelphia North American, and now vice-president of the Pierce Arrow Motor Car Company of Buffalo, spoke here last Sunday before the Cheer Up; Don't Worry Club on "Americanism."

## THE BUSINESS OFFICE

Frank Wright, for several years ad alley foreman on the Dallas (Tex.) Morning News, has gone to Amarillo as foreman of the mechanical department of the Amarillo Morning News.

C. H. Leonard, business manager of the Gainesville (Tex.) Register, was the victim of an attempted holdup a few nights ago, but when the newspaper man made a double-quick shift and dodged behind his automobile, the bandit fled, evidently fearing trouble.

Capt. Lester M. Hart, former city editor of the Portland (Me.) Daily Press, who the past four years has been private secretary to Governor Carl E. Milliken, has joined the staff of the advertising department of the Augusta Kennebec Journal.

Horace De Grush, advertising manager of the Perry (Ia.) Chief, and Miss Winifred M. Hyland, of Des Moines, were married recently in Omaha.

G. Ray Connolly, identified with the advertising department of the Nevada (Ia.) Evening Journal, and Miss Thelma Shugart were married at Des Moines recently.

## WITH THE AD FOLKS

F. S. McVickar, formerly general manager of the Encyclopedia Britannica Corporation, and for several years with Shepard-Norwell Company, Boston, as office manager, has joined the McGraw-Hill Co., Inc., New York, as personnel manager.

W. H. Milligan, for many years advertising manager of Field, Schlick & Co., St. Paul, Minn., department store, has joined the staff of the Minneapolis Journal. He is succeeded by Randall Sweeney, formerly on the advertising staff of the St. Paul Dispatch and Pioneer Press.

Albert E. Reynolds, recently with the advertising department of Armour & Co., Chicago, has become advertising manager of the Sinbac Shoe Company of that city.

Guy Bolte has resigned from Frank Seaman, Inc., New York, to become advertising manager of Cheney Brothers, silk manufacturers.

Russell L. Cook, formerly advertising manager of the Icy-Hot Bottle Company, Cincinnati, is now advertising manager of the Rheinstroen Bros. Co., also of Cincinnati.

S. Roland Hall has been retained as advertising counselor and agent by the Magnesia Association of America.

Howard Berry, advertising manager of Lansburgh and Bro., Washington, D. C., will have charge of a course of advertising to be given under the direction of the advertising club of that city. The course will begin on January 12.

Frank O. Malm has been elected secretary of the Advertising-Selling League of Omaha, Neb. He has been a salesman for the B. F. Goodrich Company war, he was a lieutenant with the 89th and for the distributor of Delco Light products in Sioux City, Ia. During the Division, serving with the A. E. F. and the Army of Occupation.

W. F. Doyle has been appointed advertising director of Chatfield & Woods Co., Pittsburgh paper merchants. Mr. Doyle has spent considerable time in South America in the paper industry.

David Abeles, formerly for three years advertising manager for Cammeyer shoes, New York, is now associated with Lane Bryant, gowns, in the same capacity. For eight years Mr. Abeles was with Jules P. Storms & Sons, Inc., New York advertising agency.

L. Philander Moore, who has been district sales manager for Brown & Bigelow, St. Paul, has joined the Borden Company, New York, as sales manager for Borden's condensed milk.

R. W. Ashcroft, director of publicity of the Ames Holden McCready System, has been appointed assistant to the president. Before joining this organization, Mr. Ashcroft had been advertising manager of the United States Rubber Company at New York.

Charles E. Byrne has been elected secretary-treasurer and a member of the board of directors of Steger & Sons, piano manufacturers, Chicago. Mr. Byrne had been with the company for ten years, starting as advertising manager. He was engaged in newspaper work before that.

## Appeal Detroit Wage Award

DETROIT.—Judge Harry B. Keidan,

Perth Amboy  
NEW JERSEY

One of the leading industrial centers of the East. Fully covered by the

## Evening News

F. R. NORTHRUP  
Foreign Representative  
303 FIFTH AVE., NEW YORK CITY

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

## BURRELLE

145 Lafayette St., N. Y. City  
Established a Quarter of a Century

arbitrator in the wage dispute between the newspaper publishers and printers of Detroit, has awarded the compositors an increase of 18 cents an hour over their previous scale. The old scale, was 97 cents an hour, day work, and \$1.02 nights. The new scale is \$1.15 and \$1.22 and is retroactive to November 1, 1920. The contract runs until November 1, 1922. Both publishers and printers have filed notice of appeal with the International Board of Arbitration.

## ENGRAVERS' STRIKE DEADLOCKED

Newspaper Advertising Sets Both Sides  
of Case Before Philadelphians

(Special to EDITOR & PUBLISHER)

PHILADELPHIA.—The strike of the photo-engravers which started last Thursday, January 6, seems to be deadlocked. The men are still out and work in the commercial engraving houses has been very much handicapped. Each side has been conducting an advertising campaign in the local newspapers, setting forth its side of the controversy in appeals to the public, particularly that part of the public which includes "the buyers and users of photo-engraving."

The employers opened this advertising battle with an ad four columns wide by ten and a half inches deep. The engravers, through their local, Philadelphia Photo-Engravers' Union No. 7, replied the following day with space three columns wide by fourteen inches. The employers—the Manufacturing Photo-Engravers of Philadelphia—came back the next day with another ad four columns wide by ten inches deep. Since then the "batteries on both sides" have been silent. The union contends that the new mini-

The North Jersey Shore draws its income from widely divergent activities. Thus, this section enjoys uniform prosperity, unaffected by business depression that spells havoc in localities dependent on one industry.

## Asbury Park Press

thoroughly covers this territory and through it the advertiser is always assured of a highly responsive audience.

Standard Rate Card Member A. B. C.  
Frank R. Northrup, Special Representative  
303 Fifth Avenue, New York City  
Association Bldg., Chicago, Ill.

J. LYLE KINMONTH, Publisher  
Asbury Park, N. J.



The PLAIN DEALERS MARKET

is all of N. Ohio

The Plain Dealer  
Cleveland

Nearly every person in Richmond reads The  
NEWS-LEADER

The NEWS-LEADER'S circulation in Richmond is greater than that of all the other Richmond papers combined.

The NEWS-LEADER'S circulation in Virginia is greater than any other Virginia newspaper.

The sworn statements of the Richmond papers show THE NEWS-LEADER has a daily circulation in Richmond which is more than three times greater than its nearest competitor.

Foreign representatives.

The Kelly-Smith Co.,  
Marriage Building,  
Broadway at 34th St.  
New York City.  
J. B. Keogh, Candler Building, Atlanta, Ga.  
Chicago, Ill.  
Kelly-Smith Co.  
Lytton Building.

mum of \$50 a week would involve an expenditure on the part of the employers of only \$130 per week, or, figured on a basis of the 340 members of the union, only forty cents per member per week. The employers in their reply contend that "to allow this minimum wage increase would, as is the history of our previous experiences, result immediately in every journeyman demanding a proportionate increase (a majority of the engravers are now earning above the asked-for minimum of \$50 per week) in his wage, no matter what he is getting. This is the little Ethiopian in the cord wood, and instead of the innocent \$130 a week addition to the overhead, we would have to negotiate an increased cost of production of nearer \$2,000 a week, or over \$100,000 a year."

And there the controversy stands to date.

An advertisement in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK, to be issued January 22 as a part of a regular edition, will work for you every day in 1921.

The  
Pittsburg Press

Daily and Sunday

## Has the Largest

CIRCULATION  
IN PITTSBURG

Member A. B. C.

Foreign Advertising Representatives  
Metropolitan Tower, People's Gas Bldg.  
I. A. KLEIN JOHN GLASS  
New York Chicago

## New York American

Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York Morning newspaper.

## World Wide

ADVERTISING CORPORATION

## Advertising Counsel

One West 34th St., New York

Telephones Fitzroy { 2989  
5111

Cable Address:

SCHOLZEM, NEW YORK

IN  
BRIDGEPORT,  
CONNECTICUT

THE

## Post-Telegram

AT

3c

a copy has more than six times the combined circulation of its two contemporaries selling at 2 cents a copy.

What is such a medium worth to you?

FIRST  
in buying power

American Association of Advertising Agencies credits average person in Indianapolis Radius with highest buying power in country. You can cover this market through

THE INDIANAPOLIS  
NEWS  
Use Newspapers on a 3 Year Basis  
for 50 years a Newspaper.

Frank T. Carroll, Advertising Manager  
Dan A. Carroll, New York Representative  
J. E. Lutz, Chicago Representative



WHAT OUR READERS SAY

The Checking Copy Problem

AUSTIN, TEXAS, January 5, 1921.

To EDITOR & PUBLISHER: The newspapers are very sincerely trying to do everything in their power to get checking copies to agencies and to advertisers, but there is just as much fault in agencies' and advertisers' checking departments as there is with the newspapers themselves.

Here is a list of requests that we have on file in the Austin American office showing that it takes considerable ingenuity to even get out checking copies.

- 1-Send checking page only by mail every day.
2-Send complete checking copy every day.
3-Send checking pages only at the end of every week.
4-Send checking pages only at the end of every month accompanied by invoice.
5-Send checking pages every month with invoice and also mail complete checking copies every day.
6-Send every day our advertisement runs complete, checking copy of all editions.
7-Send checking pages only to advertiser and send complete copies to agency.
8-Send complete copies for checking purposes on each insertion direct to our checking department and at the end of each month send us checking pages together with invoices to duplicate to our auditor.

Now how do you suppose it is humanly possible for any publisher to do all these things and to do them accurately?

We have been sending out checking pages every day by mail in a special envelope for three months and I am frank to tell you that we get nearly as many requests for missing papers as we formerly did when we sent out checking pages as second-class matter.

Something is radically wrong with checking departments and agencies. Several months ago an agency wanted something like 30 back pages extending back about six months. This is an imposition on a newspaper. Anyhow, we finally were able to find all these papers, sent them by express and had the Express Company return to us the agency's receipt for them.

About two weeks later there came an insistent demand from the agency that we supply these papers.

We sent them their own receipt, which they had given the express company and then they said that they had evidently mislaid the bundle because they couldn't find it and asked for a duplicate set or affidavits.

We sent another bunch of what we could find and spent \$4.50 with a notary to get the necessary affidavits. Some agencies think nothing of asking for papers a year old and it is by no means unusual for agencies to write for checking copies for dates for which their advertisements were never scheduled to appear.

As long as this reform is under way let us make it mutual, as it is by no means one-sided.

KENDALL BROOKS CRESSEY, Editor and Publisher, Austin American.

Get the Readers' Verdict

WALTON, N. Y., Jan. 10, 1921.

To EDITOR & PUBLISHER: I read with interest in your issue of the 8th "What Papers Have the Best Editorial Pages"; also the points made by Mr. St. John under the heading "What Makes an Editorial."

I am only familiar with the editorial pages of the New York dailies, but if one applies the qualifications laid down by Mr. St. John as necessary to the best and most influential editorial page it is clear that the findings of the jury made up of twelve distinguished editors must, so far as New York newspapers are mentioned, been based on points other than those set up by Mr. St. John.

As proof of this contention I will cite the New York Times, which is tied with two newspapers of other cities for first place. I think that newspaper men agree that the Times is a great newspaper, but it is great, not on account of its editorial page but in spite of it. Where can one find a more treary or tiresome editorial page? It is a



New Home of the Hartford Times

Concentrate Your Advertising

It's good policy to advertise in a community that holds some promise of doing business with you, isn't it?

Hartford, at this writing, is one of the most prosperous cities in the country!

The Hartford Times

Since 1817 Connecticut's Greatest Newspaper

conspicuous offender against "brevity." Its style is heavy, its wit ponderous, and as for "humanity" if it is ever "the voice of the mute and the tribune of the weak" a reader will never discover it unless he classes the financial interests of the country as the "weak."

To a certain type of "intellectual" the Times' editorials may be entirely pleasing, but editorials are not written for the few but for the many; not for other editors to enjoy, but for the public. I have often asked a steady reader of the Times if he read the editorials in it, and almost the invariable reply has been "No." If pressed for a reason it would be "too long" or "too dry."

Ask a reader of the New York World the same question and the answer will usually be "Yes," and yet the class that read the Times would be those most likely to read editorials. After everything that goes to make a best editorial page is weighed, does the verdict of the twelve editors disclose anything of value to the young editorial writer? It is more than the personal preference of twelve professional men? A jury made up of newsmen might reach an entirely different verdict than a jury of laymen; a jury of editors may very easily be in entire disagreement with a jury of readers, and newspapers are published for readers, not for editors.

A referendum of readers, if such a thing were possible, would be the best means of deciding the respective values of the editorial pages of our leading daily newspapers.

JOHN P. WHITE,

Editor, Walton Reporter.

Reprinted Laymen's Appeal

SUMMIT, N. J., Jan. 11, 1921.

To EDITOR & PUBLISHER: We are sending you under separate cover a copy of our last issue, in which you will notice that we have quoted from your issue of January 1, "A New Year Appeal by Laymen for Frayer." We thought that this might interest you as well as the article on the "Church and the World in 1921," and also the article on "The Social Message of Jesus" on another page, and the article which we quoted from your publication we called attention to editorially. We find that the publication of these features has aroused considerable favorable comment in the community. We thought that perhaps you might not be interested in seeing these articles, but in seeing another copy of the Herald, which we have sent you on previous occasions, and on which you have been so kind as to make favorable criticism.

FRED W. CLIFT,

Editor Summit Herald.

Worth Dozen Years' Cost

RICHMOND, VA., December 27, 1920.

To EDITOR & PUBLISHER: I want to thank you for the reprinting in EDITOR & PUBLISHER last week the article by Fred Lockley. The reading of this article alone is worth more to me than the price of a dozen years' subscription to the paper. May I add my every good wishes for your happiness in the New Year.

MARVIN S. KNIGHT,

Advertising Manager, Times-Despatch.

The Newspaper Text Book

BURLINGTON, IA., January 8, 1921.

To EDITOR & PUBLISHER: I have taken EDITOR & PUBLISHER so long that I have acquired the habit. And have profited so much by its instructive features, that, though now an octogenarian, I am still a willing student in newspaper work, with EDITOR & PUBLISHER for a text book. The strength of your publication rests in

The Newton Iowa News

Is the only daily newspaper in Jasper County (one of the banner counties of the state).

Newton is known as the Washing Machine center of the World.

It is a city of diversified industries having thirty manufacturing plants.

The News is a member of the A. B. C. and co-operates with national advertisers.

Represented by

FROST, LANDIS & KOHN Chicago New York Atlanta

FIRST

The New York Times is the first and only New York newspaper to publish a million lines of automobile advertising in one year.

Its record for 1920 exceeds 1,278,000 agate lines — 320,000 lines more than any other New York newspaper.

THE NEW YORK TIMES

the fact that it covers practically everything that enters into the making of a good newspaper and that it is up to date in the progress of journalism in America.

I wish you a happy and prosperous New Year and still other bountiful years to follow.

Sincerely yours, J. L. WAITE.

Pardon Us—Newfoundlanders

TORONTO, Ont., January 12, 1921.

To EDITOR & PUBLISHER: On page 12 of your issue of January 8 I notice an article under a Toronto date line, announcing that two Canadian dailies have "quit" and naming the two as the Windsor (Ontario) Sun and the St. John's (Newfoundland) Herald.

Far be it from me to cast any aspersions on the geography they teach you fellows in the United States schools, but for your information may I explain to you that Newfoundland never was, and according to Newfoundland people themselves, never will be, a part of the Dominion of Canada? Newfoundland is a separate colony of the British Empire with her own government and her own Governor General appointed by the British Crown.

JOHN W. TIBBS,

News Manager, Canadian Press Limited.

Whiting Quits Boston Record

BOSTON.—Edward Elwell Whiting, for 17 years connected with the Boston Evening Record as an editorial writer, has resigned. Mr. Whiting came to the Record in 1903, when the late William E. Barrett was its publisher. At that time the Daily Advertiser, now part of the Hearst organization, was under the same management, and Mr. Whiting wrote for each of these newspapers. His editorials during the war, and more recently the campaign he carried on editorially in the interest of Calvin Coolidge, brought him high commendation.

Pope Heads Theatre Reporters

Frank Pope, dramatic editor of the Journal of Commerce, has been elected president of the Manhattan Cheese Club,

"The African World" & "Cape-to-Cairo Express"

Published every Saturday in London.

SOLE AGENTS FOR UNITED STATES

The World-Wide Advertising Corporation (Inc.), No. 1 West Thirty-fourth St., NEW YORK CITY

Leased Wire Service Foreign News Reports "Pony" Services Teletype Service Mat and Mail Services.

Speed—Reliability—Quality

International News Service

10th floor, World Building, New York

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY

AND THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.



The National Jewish Daily

composed of New York newspaper men on theatrical assignments. The other officers are: Harold Conway, first vice-president; Harry Hershfield, second vice-president; Eugene Kelcey Allen, third vice-president; F. J. Hughes, treasurer; H. P. Hanaford, secretary, and William Pine, recording secretary.

New Paper in Avery, Tex.

AVERY, Tex.—The Avery Times is the name of a new paper just launched here. W. G. Bryan and S. B. Fryar.

Receivership for Atlas

John O'Shaughnessy and Einar Christie have been appointed receivers of the Atlas Advertising Agency.

The Value of any newspaper is best reflected by the confidence of its Advertisers.

THE HOUSTON CHRONICLE

LED the entire State in total Advertising during 1919. Led the entire South in National Advertising. Carries more Classified Ads than the other two Houston papers combined.

IN TEXAS

It's

THE CHRONICLE

Representatives in New York St. Louis Kansas City Chicago Atlanta John M. Branham Company

BOSTON AMERICAN

LEADS

all other Boston evening newspapers in

Department Store ADVERTISING

A sufficient recommendation to ANY space buyer.

The Pittsburgh Post



has the second largest morning and Sunday circulation in Pittsburgh.

The Mount Vernon, N. Y. DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County.

This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO. Foreign Representative 171 Madison Ave. NEW YORK

## PROMOTION IDEAS

**TORONTO.**—Newspaper advertising proved its worth as a salesman for life insurance, according to a circular just issued by the Sherbrooke (Que.) Record. The district manager of the Canada Life Assurance Company is quoted as saying that as the result of two advertisements appearing in October and November, the company wrote \$27,106 worth of insurance, with first year premiums amounting to \$982.30. Inquiries received from the advertising furnished the leads which were turned into contracts, and according to the company, it was found, on checking up the coupon inquiries, that the advertisement in practically every case had sold the policy.

**VERNON, Tex.**—The Record has been conducting a cooking school here during the past week. The demonstration work is in charge of Miss Edith Lacy and Miss Eula Goodfellow.

**DETROIT.**—The Detroit Free Press Christmas Fund induced 5,000 Detroiters to contribute at least one dollar each for Christmas charity work.

**ST. PAUL.**—The Dispatch and Pioneer Press have issued an excellently gotten-up book, known as the St. Paul Survey, for the information and benefit of advertising men the country over. It describes the facilities, field circulation, influence, etc., of the two papers.

**NASHVILLE, Tenn.**—The Tennessean recently published a double page advertisement in its rotogravure section, depicting a dozen attractive corners of a local department store, with breezy descriptive matter accompanying each cut.

**COLUMBIA, S. C.**—The Record, to aid in securing \$200,000 for Chicora College, a local college for girls, permitted a crew of students to edit and issue a special section, the proceeds of which would go to the fund. Twenty girls were assigned to editorial and news work and ten were detailed to "go out and get ads." The result was a sixteen-page section, averaging 100 inches of advertising to the page.

**BUFFALO.**—The Courier and Enquirer are conducting a bowlers' popularity contest. The newspapers will enter the sixteen most popular teams in Buffalo in the American Bowling Congress tournament to be held in Buffalo next February and March. The teams receiving the highest number of votes will have all tournament expenses paid by the papers. Coupons only are used as votes, no subscriptions being taken.

**GREENVILLE, Ill.**—The Advocate last week published a special "Wanderers' Edition," in which letters from former Greenville and Bond county residents occupied several pages of the paper.

**BUFFALO.**—The Buffalo Evening News on January 1 began the taking, editing and presentation of a weekly motion picture news film, presenting Buffalo and Western New York events. A cameraman and the editorial staff of the News will work jointly in obtaining topics for the weekly. The film will be shown in the Shea theatres in Buffalo each week.

"The Power of the Newspaper" is the title of a semi-monthly broadside issued by Knill-Burke, Inc., newspaper representatives, Number 1 of which has just appeared. Articles by the Blackman Company and the Federal Advertising Agency flank a five-column argument, ably presented, for the daily newspaper as the key to unlock the door to the consumer closed by the recent depression.

The paper is issued to advertisers and advertising agents throughout the United States.

**INDIANAPOLIS.**—The year-end review edition of the Indianapolis Star, published December 31, was the largest ever published by the Star, and according to W. D. Keenan, advertising manager, reflects the sound business conditions in Indianapolis and the Indianapolis territory. "We are starting 1921 expecting more advertising than during the past year," says Mr. Keenan. "We have shown a gain in every department and a total gain of more than 15 per cent in space in the last year. The high spots of Star history last year were the new feature section and the rotogravure on the Sunday paper." Mr. Keenan has announced two additions to his staff, William Akin, formerly with the Cole Motor Company, will have charge of financial advertising, and Albert Lambert is a new member of the mercantile display staff.

**HALIFAX, N. S.**—Optimism is the keynote of every page of the "end of the year" edition of the Halifax Herald issued on December 31. It is a review of the progress and prosperity of the province, and in a special section, printed in two colors, it emphatically proclaims to its readers that 1921 is "a new year in which a great resolution must be made—and kept. Work and Save."

**LEWISTON, Me.**—The Ad Men's Bureau of the Lewiston Chamber of Commerce has appointed a committee to arrange for a special sales week of merchants.

**ST. PAUL.**—The Sunday Pioneer Press, December 26, put forth a "St. Paul-Northwest Issue, Development Review," replete with advertisements and large pictures of St. Paul.

### Writes of Fifty Years of Theatres

**BOSTON.**—Miss Marion Howard Brazier, the Boston journalist, who at 70 has written and published a review of the stage for the past 50 years, has received many congratulatory communications from friends everywhere on this recent success. Miss Brazier is one of the few remaining pioneer woman journalists, and was associated with the Boston Post for a number of years. She belongs to the interesting group which includes such women as Helen Winslow, Belle Armstrong, Edith Minter, Mary McKay and Isabel Laughlin of the Globe and Mrs. A. Lincoln Bowles of the Transcript.

### Bay State Bill Board Law Starts

**BOSTON.**—Elimination of advertising billboards from along highways in territory of "unusual scenic beauty," and general strict regulation and restrictions of outdoor advertising, are provided in the rules laid down by the division of highways of the Massachusetts State Department of Public Works. The rules are made under authority vested in the department by a statute of 1920 and became effective throughout the Commonwealth with the new year. Regulatory measures of the rules prohibit the construction of any outdoor advertising "within the bounds of any highway, nor on any location within 300 feet of any park, parkway, playground, State reservation or public building."

The names of the managing editors of all the daily newspapers in the United States will appear in **EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK**—out January 22.

### Spach Joins Evening Journal

Lee L. Spach, formerly with Cone, Hunton & Woodman, Inc., has become assistant to Fred Crawford, Western representative at Chicago, of the New York Evening Journal.

### Join New York Agency

K. E. Humbert, recently advertising manager of the H. K. H. Silk Company, and R. C. Jones, recently assistant advertising manager of Cheney Brothers, both of New York, have with other interests formed the Ralph Kingsley, Inc., Advertising Agency, New York.

### Peach Association Changes Name

The name of the association known as the California Peach Growers has been changed to the California Peach & Fig Growers.

### Ex-Editor at Harrisburg

**PHILADELPHIA.**—One of the recently elected members of the Pennsylvania Legislature, which assembled at Harrisburg last week, was W. W. Long of Coatesville, who will represent the Chester County District in the State House of Representatives. Mr. Long or "Bill" Long as he is known to hundreds of newspaper men, is a former baseball star at Lafayette and Pennsylvania, and a well-known ex-newspaper man. He was sporting editor of the Philadelphia Press for 14 years and later city editor. About twelve years ago Mr. Long resigned from the Press and moved to Coatesville, Pa., where he became the publisher of the Record. About two years ago he sold the Record and has since been interested in several building operations.

## SUPPLIES & EQUIPMENT

For Newspaper Making

### FOR SALE

**6c** A WORD for advertisements under this classification. Cash with order.

#### Printers' Outfitters

Printing Plants and Business bought and sold. American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

#### For Sale

Our No. 15 Hand Shaving Machine in first class condition. Derrick Publishing Company, Oil City, Pa.

#### For Sale

Automatic steam table for sale. Duplex Mechanical Compressor for two forms, operated by small direct connected motor. No compressed air. Fastest, simplest and easiest operated. Displaced by dry mats. Will sell at half price which is \$1,200 F.O.B. cars. First class condition. Derrick Publishing Company, Oil City, Pa.

#### Business Chance

A complete printing plant and bindery need experienced manager, with some money or will sell whole or in part. Diamond Binding & Printing Co., Hagerstown, Md.

#### For Sale

Goss quad printing press, capacity 24,000 copies per hour up to sixteen pages, and 12,000 per hour up to thirty-two pages. Type page 22½ inches long—35-inch and 17½-inch rolls used. Sheets cut 23½ inches long. Equipped with 35 H. P. motor and Cutler-Hammer controller. Address W. G. Chandler, 1007 Union National Bank building, Cleveland, Ohio.

#### For Sale

Goss Semi-Rotary flat-bed press. Will print from 4 to 14 pages direct from forms at speed of 4,000. Machine bought new in 1912. If bought today outfit would cost \$25,000. Press is complete with motor, belts, shafting, chases, etc. Will sacrifice at \$6,000. Times Publishing Co., Warren, Pa.

#### For Sale

1000 Cut Glass sugar and cream sets at a bargain. Fine for premiums. Write for price on all or part. CONDON GLASS CO., Toledo, Ohio.

## NEWSPRINT

Publishers by placing their orders with us can rest assured of satisfaction in quality, shipments as promised at prices that warrant our being favored with the business.

Before contracting ASK

**J. & J. SCOTT, Ltd.**

Pulp & Paper

33 W. 42nd ST.

Phone Vanderbilt 1057

### EQUIPMENT WANTED

**6c** A WORD for advertisement under this classification. Cash with order.

#### Wanted

To buy Tool Cutter, Shaving Machine and Trimming Block to fit one of the later models of Potter Newspaper Press. Address C-735, care of Editor & Publisher.

## FOR SALE

Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded in half page size. Length of page 22½.

This Press May Suit You.

WALTER SCOTT & COMPANY  
PLAINFIELD, NEW JERSEY

Take It To

## POWERS

Open 24 Hours out of 24  
The Fastest Engravers on the Earth

Powers Photo Engraving Co.  
154 Nassau St., Tribune Bldg.  
New York City

For Prompt Service

## TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN  
TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg



# Announcements Which Tell of Better Positions and Better Men

## SITUATIONS WANTED

**3c.** A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

**Accountant**  
Thoroughly experienced in big newspaper control and disbursing accounting seeks position with New York City daily. Can develop good practice and furnish informative statements to the extent of profit and loss per line. Address Box C-739, care of Editor & Publisher.

**Advertising and Promotion Manager**  
at present employed, seeks proposition in medium sized city offering a big future. Excellent solicitor, correspondent and copy-idea layout man having all essential qualifications covering foreign, local, service and promotion departments. Long experience; best references. Box C-726, care Editor & Publisher.

**Wanted**  
The advertising manager of one of the most prominent and prosperous afternoon dailies in the middle west seeks a change for personal reasons. Thirty years old, married. Record speaks for itself. Fully qualified to take over all details of advertising and merchandise departments. Salary \$4,000. Address Box C-738, care of Editor & Publisher.

**Advertising Manager**  
Now connected with one of the liveliest dailies in the Northwest. Seeks similar position in eastern, central or southern states. Twelve years' experience on metropolitan papers. Good record. Age 30; married. Wife's health demands another climate. Seeking permanent location only. Box 657, Hoquiam, Wash.

**Advertising Manager**  
Solicitor, now employed desires change, 12 years' experience, 35 years old, married, A-1 references. Address box C-730, care Editor & Publisher.

**Classified Manager**  
Live young man—experienced classified builder, capable director of promotion campaigns and classified sales—is available at once. Desires connection with daily paper of over 12,000 circulation, East, West or South. References. Address Fred W. Spooner, 1724 N. College St., Decatur, Illinois.

**Cartoonist**  
Situations on newspaper. Experienced in serious and comic cartooning. Can give good reference. My samples do my talking and are furnished on request. Address C-733, care Editor & Publisher.

**Editor**  
Do you need a man of my qualifications? I am 27, have been in the game six years and I am a Z and telegraph editor in town of 30,000. Box C-737, care Editor & Publisher.

**Editorial Writer, Paragrapher, Executive**  
Wants connection with large paper, East or West. Strong references. Address Box C-731, care of Editor & Publisher.

**Managing Editor, Editorial Writer or Sporting Editor**  
Have had fourteen years' practical experience and can fill either one of above positions to suit best taste. Am little over thirty years, have wife and two kiddies; know game from reference. A to Z and seek immediate engagement as my newspaper suspended. Wire me brief particulars, salary, etc. Advertiser, 109 Tillinghast Place, Flint, Michigan.

**General Manager**  
Trained and experienced all around newspaper man seeks general management of "live" small city daily. Understands modern methods of advertising, circulation and all departments of newspaper making. Excellent record—highest references. Address Box C-734, care Editor & Publisher.

**Reporter**  
Young man seeks connection with small town daily or weekly as reporter, with opportunity ultimately to acquire a financial interest in the paper. Harry Miller, 2252 Haddon Ave., Chicago, Ill.

**Young Man**  
24 years old, single, wants to connect with daily newspaper in city of 25,000. I have a year's advertising agency experience but want to locate in a small city with opportunities to grow. I want to take care of your local advertising by developing greater service in the writing of copy and planning of campaigns. Prefer location within 300 miles of New York City. Box C-736, care of Editor & Publisher.

**Reporter and Desk Man**  
Five years' experience, wants position on paper published in town within one hour of New York City. Address C-729, care Editor & Publisher.

**Trustworthy Reporter**  
No irregular habits, consequently dependable, 30, unmarried, hustler, fine record, wants permanent place quickly. Address Box 185, Jackson, Mich.

## HELP WANTED

**6c.** A WORD for advertisements under this classification. Cash with order.

**Capable Newspaper People Wanted**  
Illinois A. B. C. daily of 10,000 has opening for circulation manager who knows the game and can build circulation; classified ad, manager with modern ideas and who can solicit; copy reader; reporter for assignment work; and woman to head social news department. All must be experienced, reliable and of good personality. Give experience in first letter and salary expected to start. Address in confidence C-727, care Editor & Publisher.

**Wanted**  
A newspaper man to establish and operate a daily newspaper in a live and growing city. An excellent opening. Interested parties correspond with A. R. Workman, Marseilles, Illinois.

**Special Agency Representative**  
One of the leading and oldest special agency representing only high class daily papers desires to engage the services of a clean cut experienced and reliable solicitor. In replying state age, experience, salary desired, etc., which will be treated confidential. Address Box C-741, care of Editor & Publisher.

## WANTED

### Circulation Manager Advertising Manager

For evening paper in great metropolitan city. Be specific in giving qualifications. All communications in strict confidence. Address E. D., Box C-732, care Editor & Publisher.

## BUSINESS OPPORTUNITIES

**6c.** A WORD for advertisements under this classification. Cash with order.

**For Sale**  
Evening daily and job office in Illinois city of 6,000; circulation over 1,200; 1920 business, \$28,609.32; expenses, \$15,943.06. Equipment new and modern; established seventeen years. \$27,500 for quick sale. Welcome complete investigation. Address C-740, care Editor & Publisher.

**Publishers**  
Chance for publishers of paper or magazine to have your composition set up free of charge if you have a few thousand to invest in good plant. For particulars address A. Johnson, 244 W. 23rd St., New York City.

**\$10,000**  
Half Cash, will buy established weekly in Southern California. 1920 receipts \$8,400. Expenses \$3,250. Net profits \$5,150. Future prospects excellent. J. B. Shale, 103 Park Ave., New York City.

### Bodenwein Host to Staff

NEW LONDON, Conn. Theodore Bodenwein, the publisher of The Day, was host to his employees at a dinner at the Mohican Hotel, Dec. 29. Covers were laid for about fifty. The dinner was a get-together of the various departments of The Day. The employees showed their good will and esteem for their employer by presenting him with a handsome and expensive traveling bag and automobile kit. Every employee had earlier been given a Christmas bonus equivalent to a week's pay. Mr. Bodenwein reviewed the history of The Day and declared that its success and the high standard it had attained was due to the co-operation of his employees. Talent from among the employees entertained with vocal and instrumental music and other forms of entertainment. Favors and gifts of a humorous nature were distributed from a Christmas tree, arousing much amusement and merriment.

## NEWS OF ASSOCIATIONS AND CLUBS

PORTLAND, Ore.—W. S. Kirkpatrick, head of the Kirkpatrick Advertising Agency, has been elected president of the Portland Ad Club. Other officers chosen are: Vice-presidents, George L. Rauch and Luther R. Bailey; secretary-treasurer, William J. Piepenbrink; directors, William J. Ball, William C. Culberson, Frank P. Tebbetts, Wilson W. Brown, M. R. Klepper, Ernest M. Welch and John J. Lane. The club is now stimulating interest in marine affairs by conducting a contest in the building of ship models by school children of Oregon. As one of its annual philanthropic activities, the club has arranged a Christmas tree for the inmates of the Portland Children's Home.

DETROIT.—Methods used in attaining the results accomplished through many of the greatest national and local advertising campaigns will be told and discussed during the 1921 advertising course of the Adcraft Club of the Board of Commerce, according to the prospectus now being prepared. Successful "big business" sales managers and advertising experts of Detroit and other cities, including several who have pioneered in the national field, are expected to speak during the course.

CLEVELAND.—The Cleveland Ad Club entertained 600 newboys during the holiday season at Hotel Statler. There was a lunch with real pie, an orchestra, and artists from Keith's Theater. The finale was the distribution of bags containing caps, stockings and candy for the boys. All were donations from Ad Club members.

BRIDGEPORT, Conn.—Local newspaper men, musicians and actors have formed an organization known as "The Hermits." There are already about 200 members and many of the offices have been filled by newspaper men. William E. Burton, former city editor of the Telegram, who resigned to take up the practice of law, has been a prime mover in the association. The Hermits are amassing a large fund for the city's poor, as their first public effort.

ST. PAUL.—The advertising committee appointed by the Minnesota and Northern Minnesota Editorial Associations have held profitable meetings with the St. Paul Association of Public and Business Affairs, the Minneapolis Civic and Commerce Association and the Duluth Chamber of Commerce. The committee will make a report at the February meeting of the Minnesota Editorial Association here.

WASHINGTON, D. C.—The Better Business Bureau of Washington has elected the following trustees: R. B. H. Lyon, chairman; E. H. Droop, H. H. Levi, Chester Warrington, Stanley Lansburgh, George B. Ostermayer, Isaac Behrend, Herbert T. Shannon, I. L. Goldheim, Jos. A. Berberich, Harry W. Hahn, Jos. D. Kaufman, Sydney W. Strauss, H. J. Ruff.

ESCANABA, Mich.—The Escanaba Press Club is sponsoring an effort to organize the newspaper workers of the Upper Peninsula of Michigan through a dinner now being arranged. Hal Rammel, of the Morning Press, heads the Esca-

## \$40,000 Cash

for first payment on a daily newspaper property. Northern and western locations preferred. Proposition V. L.

**Charles M. Palmer**  
NEWSPAPER PROPERTIES  
225 Fifth Ave., N. Y.

## THOROUGHLY POSTED

During our 10 years of experience as brokers, we have become perhaps the best known through the important transfers and consolidations of daily newspapers we have effected.

While specializing in the DAILY field, we are also equally informed on WEEKLY newspapers; TRADE and CLASS journals and MAGAZINES.

• **HARWELL & CANNON**  
Newspaper and Magazine Properties  
Times Building New York

## LUDLOW FOR SALE

Complete equipment consisting of Carter, 2 14-case Cabinets, 10 Sticks, 5 Slug Backs, 1 Blank Slug Block, 3 sets Roman Spacing, 2 sets Italic Spacing and 6 tons of faces. Price \$2,035 f. o. b.

**PRESSES FOR SALE**  
8-page Goss Comet, \$4,000. February.  
12-page Cox Duplex, \$6,000. February.  
16-page Goss with Stereotype Equipment, \$6,500. Immediate.  
20-page Hoe, \$8,000. Immediate.  
32-page Goss, \$12,000. April.  
40-page Hoe with Stereotype Equipment, \$15,000. Immediate.

Wire or Write  
**SOUTHERN PUBLISHERS EXCHANGE, INCORPORATED**  
Newspaper Properties & Equipment  
P. O. Box 1557 Richmond, Va.  
Room 203, 12 North Ninth Street

naba organization, with Will Doyle, of the Daily Mirror, as vice-president, and J. Herbert Kelly, of the Morning Press, secretary-treasurer.

DETROIT, Mich.—About 50 veteran Detroit advertising men tendered a dinner in honor of Henry T. Ewald, recently in the Advertisers' Bureau, the occasion being the 15th anniversary of the Detroit Adcraft Club, of which Mr. Ewald was founder.

Employees of the Advertising Club of New York were gladdened during the holidays when a fund of \$4,200 was distributed among them as a gift from the club members in appreciation of the services which they had received during the past year.

ST. PAUL.—The Town Criers' Club had a Christmas frolic in the principal hotel of the town. Every member and guest received a stocking filled with small gifts and souvenirs and other gifts donated by firms represented in the club were drawn by lot. The entertainment included a turkey dinner and dance.

DENVER.—More than 200 persons, including Denver newspaper men, their families and friends, attended the annual Christmas tree party of the Denver Press Club Christmas Eve. Seventy-five children received Christmas presents from the club Santa Claus. Attorney James W. Kelly, ex-president of the club, presided as chairman of the celebration. The party was followed by a dance after the illumination of a huge Christmas tree.

An advertisement in **EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK**, to be issued January 22 as a part of a regular edition, will work for you every day in 1921.

**AUTO SALES METHODS IN 1921**

(Continued from page 6)

These will take the place of older concerns that may curtail advertising.

However, when you add them all up with what is on the market it makes a big total. And even though there has been a season of non-buying there have been but two motor concerns, one a car and the other a truck, that the writer knows of that have had financial difficulties. These are being ironed out.

Therefore, when the buying season begins, which will be early Spring because we have not had any great Winter, and may not have, the big men will be more cheerful. The propaganda of saying the business was shot to pieces will be dissipated. When the cars get going the tires will begin to sell. And the tire men will come back again with copy.

The papers are not overloading their columns now—outside of show time—with publicity. This is a saving in space and costs. But the newspapers will not get their share of the advertising by merely waiting to have it roll in to them.

As the dealers have got to sell cars the newspapers will have to sell their product to the dealers and the advertising managers and the agencies. Some of the advertising managers, where they have used four papers in a city, may cut down to three and three to two, so they will have to be convinced about the mediums, for the day passed long ago that copy went to the paper that printed big stories of the boss, with his picture.

News is what the people want to read; and the papers that make a real effort along that line will come into their own.

**PRESS REGISTRATIONS AT AUTO SHOW**

- American Machinist—Fred H. Colvin.
- N. W. Ayer & Son (Philadelphia)—Edward M. Powell.
- Baltimore American—Elmer D. Free, C. Fletcher Donnocker.
- Baltimore News—Jerome J. Reese.
- Baltimore Sun—W. S. Albert, Charles Powell, Herbert L. Carpenter.
- Bayonne (N. J.)—Evening News.
- S. C. Beckwith, Special Agency (New York)—Al Seiffer.
- Boston Globe—J. T. Sullivan.
- Boston Herald—E. W. Preston.
- Boston Herald & Traveler—John Dempsey.
- Boston Post—Howard Reynolds, J. J. McNamara.
- Boston Transcript—C. F. Marden.
- Bridgeport Post—Robert N. B. Farrell.
- Brooklyn Citizen—W. E. Schepp.
- Brooklyn Eagle—Chester Fox, R. W. Sykes, Jr.
- Chicago Daily Journal—A. F. Lorenzen.
- Chicago Evening Post—Walter A. Birmingham.
- Chicago Herald-Examiner—L. M. Russell.
- Chicago Tribune—Morrow Krum, W. R. Bend, R. C. Hollis, C. S. Benham, D. F. McMahon.
- Cleveland Plain Dealer—Byron A. Collins, H. J. Morley.

**THE NEW YORK EVENING JOURNAL**  
has the largest circulation of any daily newspaper in America

**YORK, PA.** POPULATION 66,000  
An ideal manufacturing city of ideal homes and labor conditions.  
"You'd like to live in York"  
**The York Dispatch**  
York's only Evening Paper

- Detroit Free Press—C. W. Cosgrove, E. Y. Watson, Otis Morse.
- Detroit News—Eddie Edenbaum.
- Dun's International Review (New York)—Edward N. Vose.
- Hudson (N. J.) Dispatch—Frank Galland, Morris Miller.
- Hudson (N. J.) Observer.
- Hudson (N. J.) Republican—E. C. Van Loan.
- Indianapolis News—William Herschell.
- The Japan Advertiser (New York)—Wilfrid Fleisher.
- Jersey City Journal—D. J. Stuart.
- Los Angeles Express—Frederic Wagner.
- Literary Digest—Arthur B. Cuddihy.
- Motor Age—William Martin.
- Motor Trades Publishing Company—H. M. Porter.
- The Motor (London) England—Victor Beveridge.
- Manchester (Eng.) Guardian Commercial—Williams.
- Montreal Daily Star—A. C. Morton.
- National Farm Power—J. Lewis Draper.
- New Haven Register—Frank L. Kane.
- Newark (N. J.) Call—J. Kennedy.
- Newark (N. J.) Ledger.
- New Rochelle (N. Y.) Standard—T. W. Greenslett.
- New York American—Emil J. Steinheuser.
- New Yorker Herold—Charles Powell.
- New York Evening Journal—Davidson Brown, F. E. Cranford, Charles F. Hammond.
- New York Evening Mail—Stuart M. Wetmore.
- New York Evening Post—Harry Brown.
- New York Sun—Benton C. Brown.
- New York Evening World—J. E. Pool.
- New York News Service—David Robinson.
- Philadelphia North American—G. W. Thompson.
- Philadelphia Public Ledger—John C. Campbell, Wm. R. Butler.
- Philadelphia Record—H. G. Peck.
- Pittsburgh Gazette-Times—F. E. Grenogue.
- Portland Oregonian—Charles Young.
- Rochester Herald—D. H. Craigie.
- St. Louis Globe Democrat—Stephen F. Needham.
- St. Louis Post Dispatch—Stuart M. Chambers, C. O. Lauglois, P. L. Harreguez.
- Syracuse Journal—Howard J. Wright.
- Frank Seaman Co., Inc. (Chicago)—A. L. Salisbury.
- Vanity Fair—Louis A. Herblin.
- Washington Post—"SI" Grozan.
- White Plains (N. Y.) Reporter—W. Lee Tuller.
- Wilkesbarre Record—Grey Moore.
- Automobile Trade Journal (Philadelphia)—T. F. Cullen.
- Auto Manufacturers' Journal—Robert S. Kennedy.
- Everyday Engineering Magazine (New York)—Victor Page.
- Scientific American (New York)—Allan C. Hoffman.
- Women's Wear—Joe Bernstein.
- Ring Lardner, Hugh Fullerton, Bud Fisher, Howard L. Spohn, H. L. Haskell.

**Houx Buys Mexia News-Herald**

MEXIA, Tex.—E. P. Houx, well known newspaper man of Mexia, who retired from the newspaper field several years ago, has purchased the interest of R. E. Hutchinson in the News-Herald, an afternoon daily, and the firm name has been changed to the News Publishing Company. The owners now are DeWitt Lamb and E. P. Houx. Mr. Houx will become editor.

**The Detroit News**



The Detroit News, SUNDAY EDITION, has 85% of its circulation concentrated where it has the most effect in getting advertising results—the local trading territory.

**OF THE SHAFFER GROUP**

The Louisville Herald led the other Louisville morning newspaper in local display advertising for the first ten months of 1920 by 171,669 agate lines.

**THE LOUISVILLE HERALD**

Kentucky's Greatest Newspaper.

**OF NEWSPAPERS**

**SPHINX TALKS FOREIGN TRADE**

**Proper Credit Relations Needed to Sell Goods Abroad, McHugh Declares**

International affairs were the main topic at the Sphinx Club dinner at the Waldorf-Astoria, New York, on January 11. John McHugh, vice-president of the Mechanics & Metals Bank of Manhattan; Alexander Konta, who has just returned from a trip to Europe; Dr. John H. Finley, who joins the New York Times staff today, and William H. Rankin, the Chicago advertising agent, were the speakers.

Mr. McHugh declared that international credit must be utilized to the fullest extent and under the wisest possible direction during the coming year to support and develop the foreign trade of the United States. He said that the irony of the existing business situation is that, although American factories and mills are shortening their hours of work and although prices have dropped 25 per cent in a few months, the outside world would willingly take all the goods the United States could spare and that Europe is calling urgently for goods and aid.

Mr. Rankin told of the coming visit of Chicago advertising men to the Sphinx Club as dinner guests. He also referred to the foreign trade situation and urged upon advertising men the necessity of a world-wide viewpoint.

**The Standard of Influence**

Discriminating readers and advertisers know that generations have found such power behind their favorite paper.

**The**

**Pittsburg Dispatch**

the same year in and year out.

**Branch Offices:**

- Wallace G. Brooke, Brunswick Building, New York
- The Ford-Parsons Co., Marquette Building, Chicago, Ill.

**IN LOS ANGELES IT IS THE**

**EVENING HERALD**

Government Circulation Statement April 1, 1920

**134,686**

The home paper of Southern California  
MEMBER A. B. C.

**Million Dollar Hearst Features**

The World's Greatest Circulation Builders

International

Feature Service, Inc.  
New York

Mr. Konta predicted that the beginning of the new administration would see an improvement in American foreign trade.

Dr. Finley's talk was on "Truth in Advertising" and was of an inspirational character.

**New P. M. Paper for Lansing**

(By Telegraph to Editor & Publisher)

DETROIT, Mich., Jan. 12.—Lansing, Mich., will have a new daily afternoon newspaper, the Capitol-News, beginning April 1, according to announcement made here today by Arthur L. Francis, publisher of the Portland Observer, who will be business manager of the new enterprise. Edward M. Lucas, former managing editor of the Grand Rapids Herald, will be editor. Articles of incorporation will be filed next week. Mr. Lucas says the paper will be owned exclusively by Lansing people. It has already been assured the support of Lansing business men.

**Miller to Meet Sports Editors**

ALBANY.—Governor Miller will shortly announce the date for a meeting with sporting editors of this State to talk over a comprehensive legislative program for sports control which he has in mind. Boxing, baseball, racing and other sports will be included in the proposed legislation.

**IN NEW ORLEANS IT'S — —**

**THE NEW ORLEANS ITEM**

Few Papers—if any—surpass the **TRENTON NEW JERSEY TIMES**

**A Food Medium**

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.

Wednesdays and Sundays four auto pages. Tuesday, Music Page. Member A. B. C. Circulation 26,649

**KELLY-SMITH CO.**  
Marbridge Bldg. Lytton Bldg.  
New York Chicago

**TO REACH THE RICH TRADE OF KANSAS**

**Topeka Daily Capital**

Sworn Government Report for 6 Months ending Oct. 1, 1919

**33,137**

Its sales promotion department is at the service of advertisers. And it really promotes.

*Arthur Capper*

Member A. B. C. Publisher.



# “OHIO

is a state where advertisers, using Ohio newspapers can get their message in the homes of responsive buyers in the shortest time.

As a center of merchandising distribution, in relative proportion to area-population-resources, there is no doubt that it is Ohio First of all her sister states—with

Over 13,000 total railway trackage.

5,759,394 people (1920 census).

Over 200,000 farm owners.

Over 15,000 industrial plants employing over 500,000 workers who earn over \$250,000,000 per year. Concentrate your sales effort in Ohio newspapers with vigor and you'll find that Ohio is

# FIRST”

		Circulation	2,500 Lines	10,000 Lines
Akron Beacon-Journal	(E)	34,678	.085	.085
Akron Times	(E)	23,566	.06	.06
Athens Messenger	(E)	8,608	.03	.03
††Bellaire Daily Leader	(E)	4,214	.02	.015
Bellefontaine Examiner	(E)	3,756	.014	.014
*Cambridge Daily Jeffersonian	(E)	6,983	.03	.03
Cincinnati Enquirer, 5c.	(M-S)	66,442	.17-.35	.17-.35
Cleveland Plain Dealer	(M)	183,187	.32	.32
Cleveland Plain Dealer	(S)	214,328	.37	.37
Columbus Dispatch	(E)	79,468	.15	.14
Columbus Dispatch	(S)	79,949	.15	.14
Columbus (O.) State Journal	(M)	55,672	.12	.11
Columbus (O.) State Journal	(S)	28,603	.12	.11
Dayton News	(E)	38,145	.10	.10
Dayton News	(S)	31,221	.085	.085
†Dover Daily Reporter	(E)	3,950	.017	.017
††Ironton Irononian	(M)	3,150	.014	.014

		Circulation	2,500 Lines	10,000 Lines
Lima News and Times-Democrat	(E&S)	16,193	.06	.05
**Lima Republican-Gazette	(M&S)	10,114	.035	.035
††Middletown Journal	(E)	4,379	.0143	.0143
Newark American-Tribune	(E)	6,300	.025	.025
††New Philadelphia Daily Times	(E)	4,402	.0175	.0175
††Piqua Call and Press-Dispatch	(M&S)	6,187	.025	.025
Portsmouth Times	(E)	12,144	.04	.04
Portsmouth Times	(S)	8,979	.04	.04
††Springfield News	(E)	15,592	.04	.04
††Springfield News	(S)	13,027	.04	.04
Toledo Blade	(E)	88,490	.22	.20
††Warren Daily Chronicle	(E)	3,525	.025	.025
Youngstown Telegram	(E)	22,418	.07	.07
Youngstown Vindicator	(E)	23,750	.07	.07
Youngstown Vindicator	(S)	23,648	.07	.07

Government Statements, October 1st, 1920.  
 ††Government Statements, April 1st, 1920.  
 \*\*A. B. C. Report, April 1st, 1920.

\*A. B. C. Publisher's Statement, October 1st, 1920.  
 †Publisher's Statement.

# Regarding Advertising Rates

A Statement of Extraordinary Interest and Importance to Advertisers and Publishers

In many ways it seems to be particularly unfortunate for those representing advertisers to go about uttering views which are detrimental to advertising and business. Some people seem to forget that long before soda-crackers were wrapped in gaudily colored boxes and sold for many times old-time bulk-goods prices, our newspapers and periodicals existed in fairly prosperous condition.

There are those who seem to forget, or probably have not thought deeply enough to realize, that what is nowadays known as advertising is the greatest selling force in modern business and that without it many a present-day enormous enterprise would rapidly go to smash.

It is unfortunate that certain advertisers and advertising agencies cannot get a clear idea of conditions owing to the ever-impaired view they get of rates. What a thing costs seems to them much more important than the results it produces. They are using the wrong end of the opera glasses, as it were.

Competition may be depended upon to make for fair prices. Until advertising rates are much higher than they are, no advertiser need worry regarding his ability to use advertising to a profit, if he uses it intelligently for an article for which a general demand can be created at a fair price.

Advertising rates are bound to swing to lower levels as the price of print paper and other high production costs go down. These costs are to-day higher than at any previous time and the peak of high prices with the publisher will not have been passed until the second quarter 1921.

Advertising rates were about the last item in the cost of national distribution to go up. At a time when manufacturers sold only "at price current at time of delivery" publishers were blindly selling at firm prices a whole year in advance.

Under such conditions it took the average publisher a full year to increase his rates, and it will take him about a full year after the peak of expense is passed before he can get them down after equalizing his own higher costs of manufacture.

We have been asked for facts regarding the cost of advertising and a challenge to publishers was recently issued to justify the necessity for higher rates. I take pleasure in giving

the advertising world some data regarding The New York Globe:

Labor costs (Year 1914).....	\$2,000 per day
" " (Year 1920).....	4,000 " "
Paper costs (Year 1914).....	1,000 " "
" " (Year 1920).....	5,000 " "

Gross operating expense for producing The Globe:

Year 1914.....	\$1,140,000.00
" 1920.....	2,800,000.00
Increase.....	\$1,660,000.00

Less increased circulation revenue represented in going from 1 to 3 cents the copy... 680,000.00

Increase to be offset by advertising earnings..... \$980,000.00

On the volume of advertising (4,000,000 lines) carried in 1914, this would have meant an increase of about 80 cents a line in net cost of manufacturing a line of advertising.

Thanks to forced economies in production and an increased volume of advertising, we have been able to hold down the increase in the net advertising rate earned to 7 cents a line, an increase of only 88 1/2 per cent. over 1914.

Translated into other figures, the situation with us has been like this:

Print paper bill (Year 1914)....	\$320,000.00
" " " (Year 1920).....	1,000,000.00
" " " (*Year 1921)....	1,500,000.00

\*Based on price of contract tonnage for first quarter 1921.

In answer to those inclined to suspect that our publishers are profiteering in selling their newspapers at three cents per copy and their advertising on higher levels, let me give these comparisons:

In October, 1914, with the newspaper selling at one cent per copy and print paper at equivalent of present F. O. B. mill prices, \$29 the ton:

Paper bill.....	\$34,000
Circulation receipts.....	31,000
	\$3,000 loss

In October, 1920, with the newspaper selling at three cents per copy and print paper \$180 per ton, F. O. B. mill:

Paper bill.....	\$107,000
Circulation receipts.....	93,000
	\$14,000 loss

In other words, the price of print paper has advanced faster than our newspapers have been able to advance the price to the reader.

We are actually losing more money selling newspapers at three cents today than when we sold them at one cent in 1914.

Pay roll expense has increased from \$12,000 in 1914 to over \$28,000 a week in 1920. Here are some of the details showing monthly totals:

	1914	1920
Editorial.....	\$13,500	\$33,400
Circulation.....	17,100	36,200
Composition.....	7,600	19,800
Press Room.....	3,800	9,900
General.....	9,300	16,800

For the information of those advertisers who think that they are the only people in business who base their prices on cost of manufacture and selling, plus a reasonable profit, I will present some further data.

The New York Globe bases its rate on exact cost plus a reasonable profit, but during the past three years, with rapidly advancing costs, we have seldom

been able to operate on a fixed base long enough to realize the reasonable profit part of the business.

During 1920 we will net less than 8 per cent. on our turnover and much less than that on a reasonable capitalization of the property.

I figure the cost of a line of advertising as gross expense less circulation receipts, divided by lines of advertising.

By this rule the approximate cost of a line of advertising, based on present costs, figures this way:

Approximate gross expense.....	\$3,200,000
Less approximate circulation receipts.....	1,000,000

Divided by 8,000,000 lines..... \$2,200,000

equals cost 27 1/2 cents a line

Our present minimum contract rate nets us 29.16 cents per line or just about 10 per cent. over cost, but our actual net rate earned for the year will only figure the narrowest possible margin above the approximate cost of 27 1/2 cents, as above.

This discrepancy is accounted for in this way. The present rate of 29.16 cents has only been in operation for the last quarter of 1920 on new business and on those contracts which permitted adjustment. Likewise, the rate in force up to October 1, 1920, was still a shade lower.

In estimating costs for 1921 we face a probable increase of \$250,000 more for paper and \$100,000 more for labor than in 1920, a total of \$350,000, which divided by 8,000,000 figures an increased cost of 4.4 cents a line.

In order to be reasonably safe we have increased our gross rate 5 cents a line from January 1, 1921, which when discounted for full copy and less agent's commission nets about 3 1/2 cents a line, or more than 1/2 cent less than the expected increase in costs.

I sincerely believe that the estimated increased costs provided for in our advance of January 1 will subside during the second quarter, and that we, in accordance with our frankly announced policy, will gradually reduce our rates in accordance with lowering price of print paper and labor.

As a further evidence of our entire good faith in the matter, we gave all advertisers of record and all advertising agents opportunity to close firm contracts for 1921 at the price established for the fourth quarter of 1920 if made by December 31, 1920.

This process has obviated the necessity for increases in their cases and has been cordially responded to by them.

It is to be regretted that advertisers as a body should not take a more sincere interest in working to help make advertising more productive of results than in centering their fire on rates.

Standard advertised goods are generally conceded to be better goods than unbranded articles whose manufacturers are ashamed of their offspring, as it were.

Instead of limiting the scope of the publisher in his effort toward making a better and more responsive medium, the talk about reducing expenses by firing editors, cutting off circulation, etc., etc., indulged in by advertisers, seems wholly injudicious.

The theory that the directors of the various important lines of nationally advertised goods, who finally pass upon advertising appropriations are not and cannot be interested regarding the details of advertising largely defective.

The construction of Roger Babson's announced statement that manufacturers will use newspapers instead of magazines to mean certain newspapers according to requirements of overcoming trade resistance.

Newspaper advertising is local advertising and we of the newspaper industry will be wholly satisfied by the wonderful demonstration which will come to those who earnestly seek it a fair trial, city by city, state by state, or in any other way they desire trade stimulation.

I could go on to endless limits regarding extra expense, but while others are worrying about such business I have been working on more serious matters—to help speed up production in price of print paper.

Through the functioning of the Publishers Buying Corporation, organized by me, and my other activities, we defeated the efforts of the paper manufacturers to get away with a minimum of 8 cents a pound in 1921.

Instead of 8 cents they will get 6 1/2 cents for the first quarter and prices will recede to 5 1/2 or 5 cents for the second quarter, and drop to 3 1/2 or 4 cents later in the year.

As every cent of reduction in price per pound means \$50,000,000 to the publishers of the United States, figure that I have indirectly saved our advertisers anywhere from \$100,000,000 to \$300,000,000 for the single year 1921.

Last June newspapers were paid 12, 13, 14, and as high as 17 cents a pound for print paper. There was every indication of even higher prices.

Those in control of paper supply barred from activities in the United States contrary to our federal statutes, had stepped quietly over the Canadian line and devised plans by which they produced satisfactory results—for themselves.

Jobbers bought supply in anticipation of 16 and 18 cent prices in October. Publishers could not get any supply except at ruinous prices.

We preached the gospel of conservation, started importing tonnage from abroad, kept publishers from foolishly bidding one against the other, and utterly defeated the schemes of the operators in the papering.

In this recital I but hint at the things done by our publishers earnestly seeking to prevent the ruin of an industry. If we had permitted the paper pirates to have their way advertising rates would be much higher than they are or will be.

I may be pardoned for stating that the advertiser who protests against the slight advance in rates he must pay probably does not know how much worse conditions were ahead of him if we had not been seriously working for our own and his protection.

JASON ROGERS  
Publisher The New York Globe  
New York, January 12, 1921.

Member  
A. B. C.

THE NEW YORK GLOBE

170,000  
a Day

NEW YORK  
19 West 44th St.

LORENZEN & THOMPSON, Inc.  
Publisher's Representatives

CHICAGO  
908 Peoples Gas Bldg



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